



2018 Annual Report

SafeBAE's dedication to each individual high school they are partnered with will go miles in changing America's rape culture crisis. A million thanks to SafeBAE for validating the importance of consent education and working tirelessly to spread the knowledge.

- Zoe Pringle, BAE Breaker, Oregon, 18

We Are SafeBAE

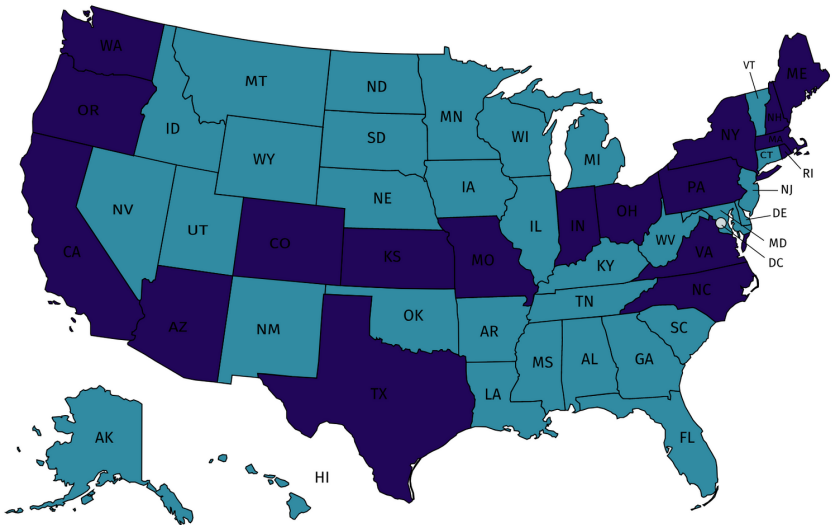
2018 has been a huge year of growth and coalition building for SafeBAE. Holding true to our mission, we've been building our library of prevention materials, reaching more students, conquering difficult topics in a relatable way, and pushing the limits of student-led activism!



All of our materials continue to be
FREE
and available to anyone!!

We hope you'll continue to join us to raise awareness about sexual violence prevention and resources, to humanize the experiences of survivors, and to provide survivor support help if/when a friend or loved one reports.

> Daisy, Ella, Jada, Charlie, Shael
(co-founders)



This map reflects where we have visited,
as well as active SafeBAE Squads in 2018!



Actress, Torrey DeVitto joins our volleyball tournament fundraiser in Maine

2018 GOALS SET ...& REACHED

- ✓ Bring in more student ambassadors (BAE Breakers)
- ✓ Build our social media presence to other platforms and a larger audience
- ✓ Coalition build with partner organizations
- ✓ Create more free prevention education materials
- ✓ Support consent education legislation (state to state)
- ✓ Provide research results of the efficacy of our school programming and materials
- ✓ Gather student feedback
- ✓ Launch more engagement opportunities on our platforms
- ✓ Begin working on survivor health and healing resources

"SafeBAE is inclusive and extremely helpful. High school and college aged people can relate to their content but do not feel like the organization is trying too hard to be relatable. The introduction of SafeBAE to my school has begun to, and will continue to, alter the school climate and make my school a safer place for victims of sexual assault, as well as educate my peers about topics such as consent, dating violence, and being an active bystander." - student feedback

PROGRAM OVERVIEW

SafeBAE continues its commitment to disrupt the cultural norms that children first experience throughout their early development, in an effort to counteract all contributing factors in rape culture.

We believe in supporting and enhancing existing prevention educational content that is available to teachers and grassroots agencies, while also empowering students not to wait for the adults in their lives to begin educating themselves and their peers. We are survivors and activists, experts and educators, who believe that each person can and should make a difference by challenging their communities to do better, to be conscious consumers of media, and to look at how we can improve the cultural norms that have set the stage for rape culture to exist. By merely breaking down the concepts of consent, bystander intervention/distraction, how to support survivors, and the things which contribute to rape culture, we are able to shape the perspectives and practices of children BEFORE media becomes their primary educator. We believe 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. Changing the way younger students view all of 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.



"The materials given really transformed my school. I had teachers and students alike approaching me about the posters, and after we did survivor love letters there was buzz all over the school about how much they impacted people -- some who are survivors but that isn't known to the greater community." ~ student feedback

2018 TIMELINE

Testifying in RI in support of House Bill 7044 – Rhode Island's first consent education legislation

JANUARY

FEBRUARY

Presenting at the Ophelia's Place conference in Eugene, Oregon

Shoot 'dating after sexual assault' video with Teen Vogue

MARCH

APRIL

Launch BAEcode Campaign:

- > GAME ON! bystander intervention film
- > #GIFS4good online bystander GIF library
- > Release of Teen Vogue dating video

LA premiere of Game On! Newport Beach Fundraiser

SOS Child Advocacy Center, Emporia Kansas
– 1500 high school student presentation
Miami County Victim Witness in Troy, Ohio
– 700 direct service provider training

Fairfax County, VA Police Department conference & training

MAY

JULY

- > "Wokeshop" with NCCASA Youth Advocate Institute
- > Elizabeth Smart interview for True Crime

RI House Bill 7044 signed by Governor Ramundo on 7/2 – to implement consent education in secondary school health classes

SEPTEMBER

- > Relation-Shift "Name It, Face It, End It" Symposium at Harvard
- > Begin EMDR therapy for Daisy in lead up to filming "Saving Daisy"

Boston Latin School wellness fair – 500 students/parents

Calabasas High School, CA – 2500 student presentation, 50 parent presentation

OCTOBER

Begin testing for 'SafeBAE Streets' and 'Whiskers Wednesdays' on social media

> Cape Elizabeth, ME volleyball fundraiser SPIKE OUT

> Shoot and release 'We are 15' short film with Corona Del Mar, CA high school student BAE Breakers

DECEMBER

NOVEMBER

- > Consulted on an episode of "Grey's Anatomy" about consent
- > Launch "Saving Daisy" kickstarter to create a short film about EMDR therapy in use for treatment of PTSD in survivors

OUTREACH STRATEGY: 2018 PROJECTS & CAMPAIGNS

>> WE CONTINUE OUR COMMITMENT TO PROVIDE ALL OF OUR MATERIALS FOR FREE <<

We believe in empowering young students to lead cultural change in their schools and communities, and they have done just that!

As we continue to strive to reach as many students as possible, we worked hard to expand our resource library. This year, our BAE Breaker ambassadors have been instrumental in building grassroots support, providing vital feedback, and envisioning our project focuses. They are introducing our materials to their peers and leading culture change that will continue to have an impact for years to come.



FREE EDUCATIONAL ENGAGEMENT TOOLS

BAEcode: This year, our largest project was our BAEcode Campaign, focusing on bystander intervention, with a broad collection of materials addressing this issue. BAEcode gives teens relatable scenarios they may find themselves in and concrete strategies to help them navigate those situations, whether they are in person or online.

>> **GAME ON!** – a bystander intervention short film following 4 friends through a party, with a range of situations for them to navigate, with distraction techniques to help them avoid a situation where consent might not be freely given.

>> **#GIFS4good** – a bystander intervention GIF keyboard library designed (in partnership with Google/Tenor) as a powerful tool to fight online harassment.

>> **BAEcode Blog** – a resource for our followers to share their stories and experiences

Library: We continue to create posters, flyers, hand-outs, info sheets, social media stats and memes, educational videos, action ideas, and fundraising ideas surrounding consent, bystander intervention, how to support a survivor, myths & facts about sexual assault & students' rights under Title IX. Everything can be used in an official SafeBAE Squad, created by a BAE Breaker, or in a less official capacity by anyone looking to raise awareness about our focus issues.

SOCIAL MEDIA CAMPAIGNS

#WeAre15: This year's social media campaign focus was developed by our Corona Del Mar BAE Breakers in California. In response to Dr. Christine Ford's testimony and so much of the negative media and national response to Judge Kavanaugh's Supreme Court nomination, our squad was eager to create a response piece, which we filmed and released with them. #WeAre15 is a demand for adults to do better and for teens to hold their peers accountable.

BAE BREAKER AMBASSADORS

In 2018, we continued to grow our BAE Breaker ambassadors team of high school leaders. Our team continues to amaze us in how dedicated and focused they are in changing the culture of their schools. Each BAE Breaker receives a free starter kit of t-shirts, bracelets, buttons, and posters to help them enlist a team in their school or community. And each team decides how they choose to implement our programming in their schools. We also look to our Breakers to help us present at different events, guide our materials development, and give us creative feedback on our project/campaign development.

LEGISLATION

Several of our student ambassadors in the area travelled to the State House to support the passage of Rhode Island House Bill 7044, which ended up passing in July. The bill will mandate consent education as part of health class curriculum throughout the state.



SPEAKING TOURS

The co-founders continued their travel to schools throughout the country this year, presenting to students, criminal justice workers, campus safety staff, coaches, parents, teachers, school administrators, judges, employers, media makers, social workers, mentors, doctors, etc. Collectively, our co-founders (and some BAE Breakers!) have now presented at over 50 separate events (schools, conferences, etc.) since our launch.

AUDIENCE REACH

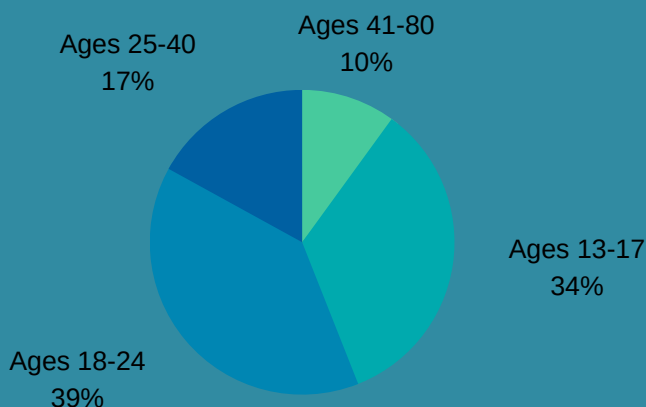
Our video content, partner content, and interviews have reached over 2,500,000 combined online views

5,000,000
people
reached

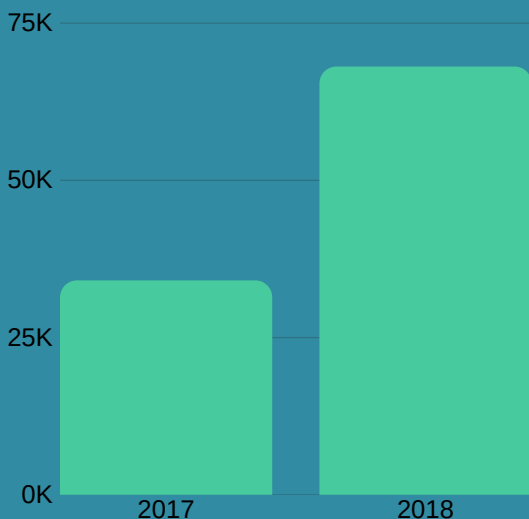
With students, educators, parents, allies and service agencies utilizing our print materials, actions, powerpoints, memes, GIFs, template letter, and videos, we estimate our reach at close to 5 million people.

Our social media growth has also reflected the expanse of our reach and our ability to disseminate our message and content.

1,000,000
Instagram
collective
followers



Profile
visits
reached



IMPACT

SafeBAE has continued to see positive results on the impact of our materials in empowering students and educating communities.

Participants in our pre and post surveys indicated their increased knowledge of the following topics:

a 40% increase in understanding of active bystander intervention methods

a 42% increase in how to avoid perpetuating rape myths

a 41% increase in understanding how to avoid victim blaming

42% increase in their understanding of Title IX rights

a 44% increase in understanding of how to best respond to a survivor

a 23% increase in knowledge about where to seek help if they or someone they know were to become a survivor



MEDIA PARTNERS

Our biggest media partners this year were Teen Vogue (April, Sexual Assault Awareness Month) where we created a “Dating After Sexual Assault” video, and The Scarlet Letter Reports, where Amanda Knox interviewed Daisy about her experiences in online harassment and her creation of SafeBAE to help combat online harassment culture.



"I never thought I would have this type of sex or feel this comfortable with someone. It's a really rewarding and empowering feeling."

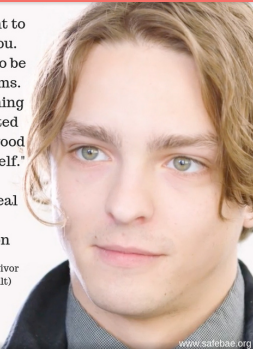
~
ella fairon



"I didn't want to pressure you. I wanted it to be on your terms. The main thing was, I wanted you to feel good about yourself."

~
Henry O'Neal
to
Ella Fairon

(on dating a survivor
of sexual assault)



www.safebae.org



"I think that this a great way to get young people to start thinking about rape culture and consent. I think that it is important to let people know the reality of what is going on in this world. It is important for students to know that while the grand scale of sexual assault is getting a little better, there are still many many societal pressures and problems that need to be addressed. Thank you." ~ high school teacher feedback

THE FUTURE

LEGISLATION

>> Our Maine BAE Breakers are working with Senator Rebecca Millett in Maine, to introduce consent education legislation in Maine.

>> We are working with It's On Us and the Pennsylvania Governor's office to introduce new legislation for K-12 violence prevention and healthy relationship education.

CAMPAIGNS

Sexting: We are developing a campaign specifically addressing the pressures and issues surrounding the very prevalent epidemic of 'sending nudes' among teens. As we have in the past, we will take an authentic approach to exploring the risks, pressures, and realities that teens face when they share intimate photos with each other.

PROJECTS

Saving Daisy:

We have already begun production for this short film that will follow Daisy through her EMDR (Eye Movement Desensitization Reprocessing) therapy in the treatment of PTSD (Post Traumatic Stress Disorder), in order to raise awareness about the efficacy of this treatment in sexual assault survivors.

Game On 2 - Consent: In this new educational short, we will pick up where we left off with the group of kids in Game On 1, when Ryan asks to kiss Jaime. With this film, we will delve into the 5 pillars of consent and address some of the often confusing and misunderstood aspects of asking for and consent.

Consent: The Way Life Should Be: Our first regional summit was the brainchild of our BAE Breakers in Southern Maine. They have envisioned, fundraised, and built an incredible day of prevention education, engagement activities, and resources for a group of 1500 local high school students. With our help, they have gathered the support of local and national agencies to present in break out groups. They have enlisted special celebrity guests, corporate partners, and gift donations to make the day an amazing one for all attendees on May 22, 2019! We are eager to replicate the summit in other regions and have begun outreach to other potential locations.

CELEBRITY AMBASSADORS/SPEAKERS

We are excited to announce that Torrey DeVitto has joined our Board of Directors and she has already stepped up to co-produce 'Saving Daisy' as well as star in our upcoming sexting PSA. We are also excited to announce that we have added former NFL linebacker and abuse survivor, Reggie Jackson to our speakers bureau!

We continue to coalition build with so many amazing partners!



SPECIAL THANKS TO OUR DONORS

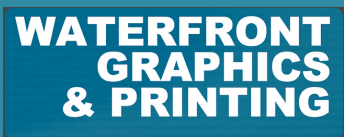
FOUNDATIONS:

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

INDIVIDUALS:

- Bethany Asplundh
- Anna Baumgarten
- August Browning
- Leila & David Centner
- Melinda Coleman
- Michelle Crow
- Torrey DeVitto
- Beth Fauerbach
- Adrian Lucy
- Elizabeth Mackintosh
- Aela Mansmann
- William McIntosh
- Therese McNicolas
- Debbie Meloan
- Emma Mitchell
- Craig Norgate
- Jake Obermiller
- Nate Postlethwait
- Uneeb Qureshi
- Susan Rushfirth
- Angela Sinkler
- Steven Splinter
- Austin Thompson

CORPORATE:



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- Charles Coleman
- Ella Fairon
- Jada Smith
- Shael Norris
- Lauren Wechsler Horn
- Patrick Fairon

ADVISORY BOARD

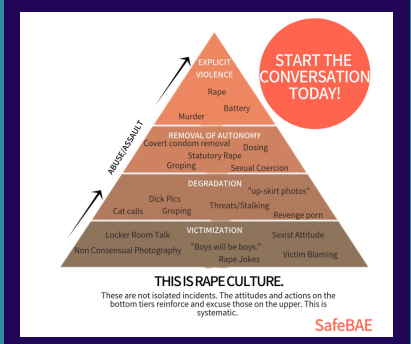
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