



# Annual Report



2022

# #ForDaisy



Like all organizations in 2020 & 2021, we faced deep uncertainty with how we would be able to sustain our work in the midst of Covid. But unlike other organizations, we found ourselves in crisis following the loss of our co-founder Daisy on August 4, 2020.

It goes without saying that we were devastated, but ultimately while taking time to work on healing & caring for our community, we remained more resolute than ever, to continue.

We hope you will continue to support our programs and help to put our resources in the hands of every teen in the US.

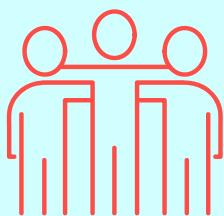
We remain the only organization of our kind, dedicated to youth leadership, free resources, and dismantling the taboo of starting prevention education in middle & high schools.

*xo, SafeBAE Board & Staff*



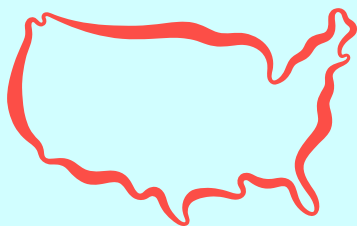
# 2022: by the #s

Reaching teens across the US  
requires that we work across  
all modalities: online, in  
school, after school  
programs, media, & in person



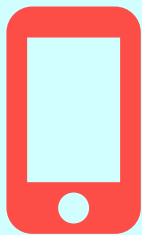
**42 chapter leads**

we have school & community  
clubs in over a dozen states



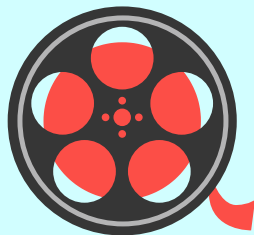
**5.5 million**

people reached with our  
prevention materials



**902 peer educators**

are registered for our Daisy  
Coleman Peer Educator Training



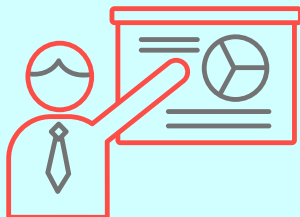
**8 million views**

of our video content, partner  
content, and interviews



**93 Policy Reform  
Guides**

used by students working to  
improve school response

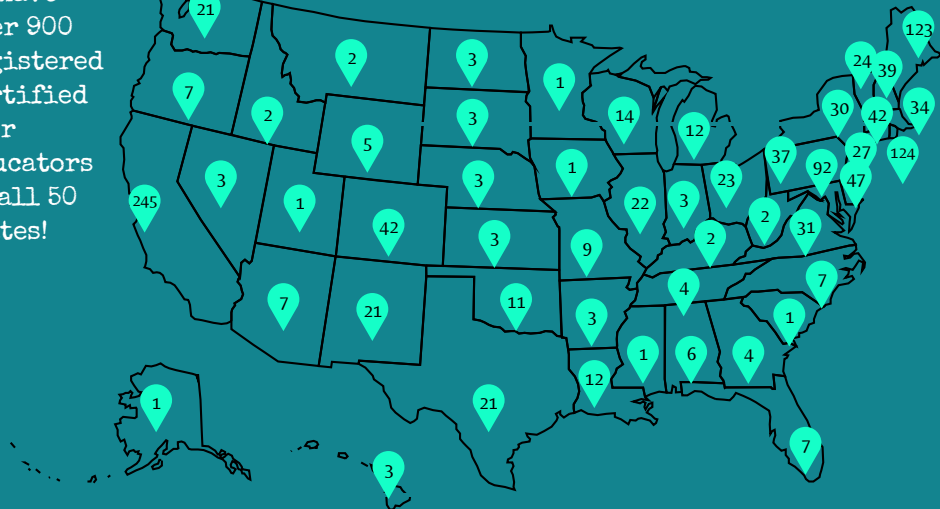


**20,000 people**

reached through in-  
person presentations

We have over 900 registered Certified Peer Educators in all 50 states!

## SafeBAE's Certified Peer Educators



## 2020-2022 Milestones

- ✓ Hosted a Virtual Summit with 543 participants
- ✓ Absorbed "Change the Talk" program from NCJWLA
- ✓ Won 2nd place in CBS Pipeline Project
- ✓ Launched the "Daisy Coleman Certified Peer Educator Training" - a first of its kind, entirely free, self paced, virtual training for teens
- ✓ Launched Asskfirst, a consent themed clothing brand
- ✓ Joined the Rhode Island DOH RPE grant to deliver trainings to RI students
- ✓ Created a virtual and interactive Consent Curriculum for high school students
- ✓ Created an 'Accountability Training' to reduce recidivism among perpetrators in Title IX cases
- ✓ Launched a Southern Maine mental health initiative, targeting healthy relationships among teens in schools, clubs, & summer camps throughout the region
- ✓ Partnered with World Childhood Foundation to create a Summer Activist Institute for 25 US students
- ✓ Launched our national 360° School program with district-wide pilot in Portland (ME) Public Schools



# 2022 Timeline

Began year one of a Southern Maine program to bring SafeBAE to schools throughout Cumberland and Androscoggin Counties, as a means of reducing mental health impacts on high school students

## February

Partnered with Dr. Jennifer Wagman at the Fielding School of Public Health at UCLA to share SafeBAE's public health approach to prevention programming with her students - two of whom are drafting SafeBAE's logic model for publication

## April

Presented at the U.S. Department of Health and Human Services, Office of Population Affairs (OPA) listening session on obtaining optimal health for adolescents

Attended the US Surgeon General's 'Youth Mental Wellness Now! Summit' in LA, intersecting access to dating violence prevention programming with improved mental health outcomes for youth

Presented and sat on a panel at the 2022 Students Against Destructive Decision Making annual conference in Orlando, FL

Trained all incoming athletes at Central Catholic School in Lawrence, MA

Trained baseball players on consent and hosted a screening of "Audrie & Daisy" at Penn State

## September

Provided Youth Action Committee consultation to ALSO Chicago for the creation of an OVW grantees youth-led committee to inform their programming work.

## November

Met with National Center of Agency & Equity to share resources and collaboration opportunities

Began piloting BAE 360° School program in partnership with Portland Public Schools (ME)

## December

## January

Supported the creation of a school club and Peer Educator training at our first all boys Catholic school, Christopher Columbus High School in Miami, FL

## March

Provided our Peer Educator training to all fraternal members at the University of Colorado, Boulder

## May

Contributed to the Survivors' Agenda as a steering committee member, focusing on young survivor engagement

## June

Held our 1st Summer Activist Institute with 25 students from 14 states around the US for 3 days in Maine, including travel scholarships

## July

Created the SafeBAE Consent Curriculum for schools to utilize in tandem with student engagement programs

## August

Created a first of its kind Accountability Training for use with accused students, for the purpose of reducing recidivism among young perpetrators (for use in secondary as well as post secondary Title IX investigations)

## October

Attended Rhode Island School Wellness Leaders conference to promote training and youth leadership

Began working with student advocates to create content for new short format video content

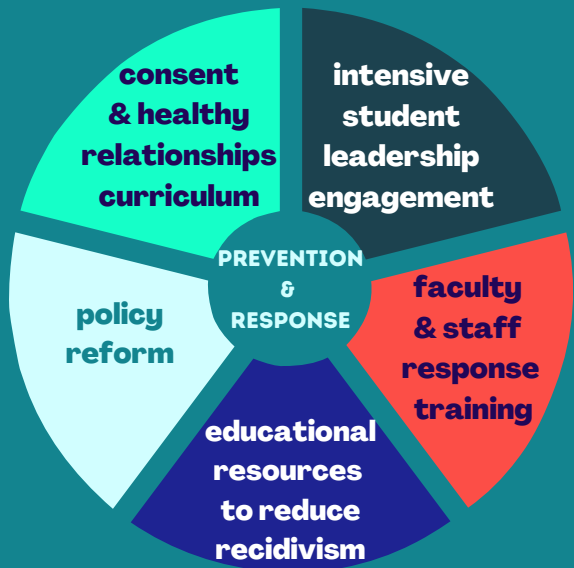
Facilitated session at Statewide Rhode Island Health Teacher monthly convening



**SafeBAE's newest program, incubated at Harvard's Graduate School of Education, is a full circle approach to engaging school communities in transformative culture, curriculum, practice, and policy change.**

We have begun pilots with districts throughout New England.

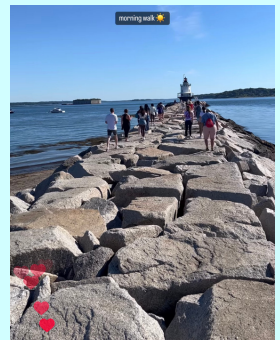
This approach frames teen dating violence as a mental health crisis, impacting the entire community, in need of a breadth of resources to engage the whole school community in prevention & response solutions. In order to effect a significant reduction in interpersonal violence:



- students must be uplifted as empowered culture change leaders, with authentic & relatable programs
- administrators need to be trained in Title IX compliance
- district policies need to be updated to reflect trauma informed best practices
- curriculum needs to include ongoing consent & healthy relationship lessons
- accused need to be provided resources to reduce their likelihood to repeat
- parents need resources to help talk about and model consent throughout childhood development

# 2022 Summer Activist Institute

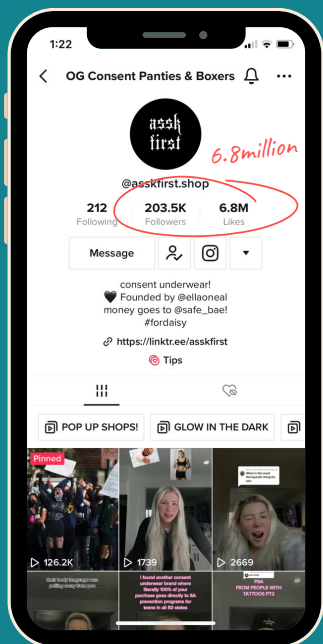
Our first year of expert training for student leaders



As we continue to be committed to engaging students as leaders of our work, we set out to create a leadership training that would embody our mission in its entirety. These are the building blocks:

- 5 College Student Mentors to plan, execute & mentor high school student participants
- A beautiful & safe oceanside campus location (Southern Maine Community College)
- 25 students from 14 states (including travel scholarships)
- An incredible curation of learning sessions led by experts in the fields of abuse prevention, youth leadership & mental health
- Yoga on the beach & lighthouse walk
- Social media creation & interviews with participants
- Mentorship for participants in the creation of proposals to continue their work in their schools & communities
- Grants to execute proposals
- Follow up feedback from students in their successes & barriers

In 2021, we launched a consent themed underwear brand to generate revenue as well as drive awareness about our work.



We started with a kickstarter campaign generating over \$16K in backing and have continued to grow our social media presence & revenue since

# askfirst



## Total 2022 Sales

With hundreds of products sold across the US this year, our sales continue to grow. All revenue generated is used to continue to provide all students with FREE access to our programs



**Gross sales revenue: \$61,882**

**Net sales revenue: \$28,394**



@askfirst.shop

www.askfirst.shop



# Student Spotlights & Feedback



"The training so far has taught me many different things that allow me to spark conversations, it's made the topic more approachable. I've seen the culture at Baxter over the past 4 years and what I've witnessed has given me the motivation to enact change through Safe bae." - student participant

"Sexual harassment can be small things like taking a photo of someone without their permission or making unwanted comments towards someone. I am more aware after learning this." - student participant



"This program was invaluable to my students because they were able to learn from an educator that is an expert in their field and the lessons were interactive and engaging" - HS Teacher



"I learned that not all consent is strictly verbal but verbal consent is the most direct form." - student participant



stay.bazz This experience.. going to the activist institute, will never leave me the same. @safe\_bae — in just two days, I felt like I grew into a completely different person, one with a completely different outlook on so many things. I learned so much and got to do so much and I oh-so want to turn back time, restart, and relive it ALL over again. I'm so forever grateful for all of the planning committee, presenters, and all the other youth fellows, those I got to bond with, and those I didn't have time to, for completely changing my life. I owe you all. Because I've never been happier. 😊

"I have been able to actually interact with teachers about it [these topics] and in some cases it helps me to have a really in depth conversation about it... and also having those trainings [with SafeBAE] re-sparked my interest in having those conversations with other people, and so I've noticed in the past weeks I've been talking to a lot more people about it- teachers, adults, other classmates, younger kids - I've actually started initiating those conversations." - student participant



# Data

SafeBAE has continued to see positive results from the impact of our materials in empowering middle & high school students and educating communities.

Participants in our Peer Educator Training pre/post surveys reported the following knowledge & experiences:

HS students reported a 42% increase in their ability to discuss consent with their partners.

97% of HS students surveyed don't feel that their school provides adequate consent & healthy relationship education.

72% of HS students reported feeling that their school does not do a good job of teaching bystander intervention education.

HS students reported a 25% increase in their confidence to stop a peer who was trying to take advantage of an intoxicated person.

HS students knowledge of how to access healing resources if they experienced sexual violence increased by 32% after the training.

HS students reported a 64% increase in their understanding of their Title IX rights after the training.



# The Future

## 2023 Summer Institute

SafeBAE will host it's second annual Institute on the coast of Maine, with between 20-30 students from across the US.

## It's Giving Red Flags

In 2023, SafeBAE will release new educational video content centered around depicting the pillars of consent. We feel it is an important addition to our educational resources to not just talk about the elements that contribute to consent, but to portray a diversity of scenarios and characters.

- a longterm relationship depicting coercion
- a new hook up depicting ongoing consent
- a friend not respecting body autonomy
- a female aggressor not understanding that men need to give consent

## Disfluency

After partnering to produce this full length feature film in 2017, we will be offering schools the opportunity to host educational screenings with Q & A's with the cast, creators, & experts.



# Special Thanks To Our Funders

World Childhood Foundation  
Maine Health Access Foundation  
Pull Up Fund  
RI Department of Health Rape Prevention Education  
Bendita Foundation  
Boston Red Sox Foundation  
Youth Direct Action Fund  
March on Youth  
Me Too Movement/Survivors Agenda

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