
IMPACT REPORT



2024



Letter from the Executive Director

This past year was all about growth. We expanded our reach, launched new content, and deepened our school-based programming, equipping more students than ever with the tools to lead prevention efforts in their own communities.

We're especially proud of the shift in our orientation. SafeBAE was founded by young people working to spark urgent conversations, and that spark has carried far. Now, we're entering a new phase: one grounded in evidence, evaluation, and alignment with proven public health models. We're reaching more students and measuring how our work improves mental health, school safety, and student wellbeing. That's the direction we're headed, and we're excited to accelerate it in the year ahead.

To all of our supporters, partners, and young leaders — thank you. Your belief in this work makes everything possible.

With gratitude,

Shael Norris

Founding Executive Director, SafeBAE

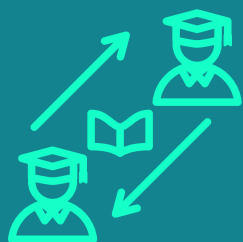


Shael Norris is the Founding Executive Director of SafeBAE, the only national, survivor-founded and youth-led organization in the U.S. dedicated to preventing sexual violence among teens. A lifelong advocate, she began her career as a founding staffer at V-Day, where she oversaw global productions of *The Vagina Monologues* from 1999 to 2016. In 2007, she launched the Campus Accountability Project to push for stronger prevention and response efforts on college campuses—a focus that soon expanded to middle and high schools. Recognizing the need for early, youth-led intervention, Shael founded SafeBAE in 2015 in partnership with Daisy and Charlie Coleman, Ella Fairon, and Jada Smith. She continues to lead the organization's national efforts in youth-leadership, consent education, and mental health advocacy.



By The Numbers

These numbers reflect the scope of our direct work with students, schools, and communities across the country. We've built national reach, grounded in the local communities where young people are leading real change.



**556 Peer Educators
Trained**

This year, 556 students across the country completed our Certified Peer Educator Training, gaining the skills to lead workshops, support peers, and shift school culture from within. These students join a growing national network of nearly 1,500 certified peer educators—teaching consent, advocating for survivors, and pushing for meaningful policy change in their schools.



**53 Local Student
Club Chapters**

Across more than a dozen states, SafeBAE clubs are led by students who are transforming their schools from the inside out. These chapters run awareness campaigns, lead peer-to-peer trainings and workshops, organize events, and serve as trusted support hubs in their school communities. Together, they've shaped the culture in schools serving tens of thousands of students.



**86,000+ In-Person
Participants**

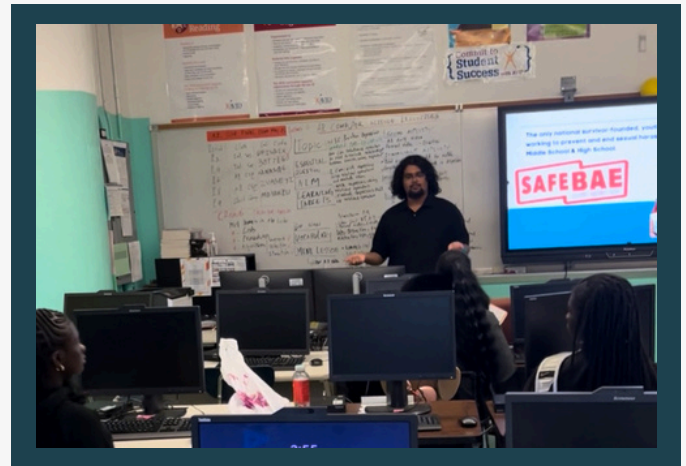
From whole-school assemblies to classroom sessions and interactive workshops, we've reached over 86,000 students, educators, and parents in person. These sessions share clear, accessible information about mental health, consent, accountability, and support, and build connection between young people, adults, and the communities they're part of.

Where We've Been

This year, we've worked hands-on in over 45 schools — from New York to California — collaborating with student leaders, supporting school staff, and sparking real conversations around consent, accountability, education, and change.

Our regional focus in New York allowed us to embed programming in 29 high schools across all the boroughs, where we:

- Trained 442 certified peer educators
- Delivered 37 classroom sessions and workshops
- Reached over 9,000 students, educators, and caregivers



Across every site, our goal is to leave behind more than just programming. We help build student-led infrastructure that lasts.



Media & Storytelling

Changing the Curriculum & the Culture



With over 9.4 million views across our content, we're meeting youth where they already are. From short films to national media campaigns, our work is reaching far beyond school walls —challenging the way young people think, talk, and learn about mental health and consent.

New Educational Short Films

It's Giving Red Flags Premiered at Spelman College

In this narrative short, Nessa anonymously runs a social media page where peers share stories about their relationships, stories that reveal how easily red flags can go unnoticed. The film challenges binary portrayals of consent in mainstream media and calls for more honest conversations about preventing harm in real-life relationships.



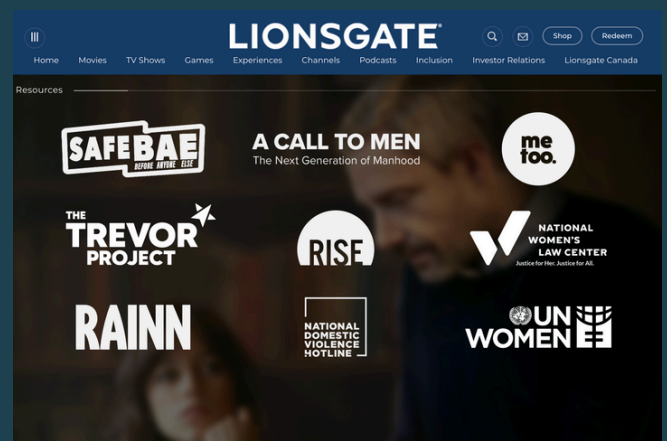
Sexual Assault of Men Premiered at the GDS Consent Summit

SafeBAE Board Member and survivor, Theo Hutt, shares the story of his own sexual assault and how it led him to advocacy. By speaking out, he works to break the stigma around male survivorship and address the barriers men face in accessing mental health resources.



Educational Resource in Media: *Lionsgate's Miller's Girl*

SafeBAE was included as a resource in the promotional materials and credits for *Miller's Girl*, a 2024 Lionsgate film that sparked widespread conversation around power dynamics, consent, and boundaries between students and teachers. Our inclusion helped ground public discourse in survivor-centered, youth-informed resources for those seeking support or education beyond the screen.



Elevating Youth Leadership

Our work doesn't stop in the classroom. SafeBAE youth leaders and staff have shared their expertise at national and regional conferences, helping shape the future of school safety, prevention education, mental health awareness, and student-led advocacy.

Whether the focus is school policy, curriculum design, or storytelling, our team brings lived experience, research-backed insight, and youth-centered strategies that are helping schools rethink what safety, support, and real leadership look like.

Consent Summit | *Georgetown Day School*

- *Cross-Curricular Approaches to School Prevention*
- *Men Survivors of Sexual Assault*
- *Youth Leadership in Schools*

Conference on Youth Sexual Health & Education | *RI Prevention Coalition*

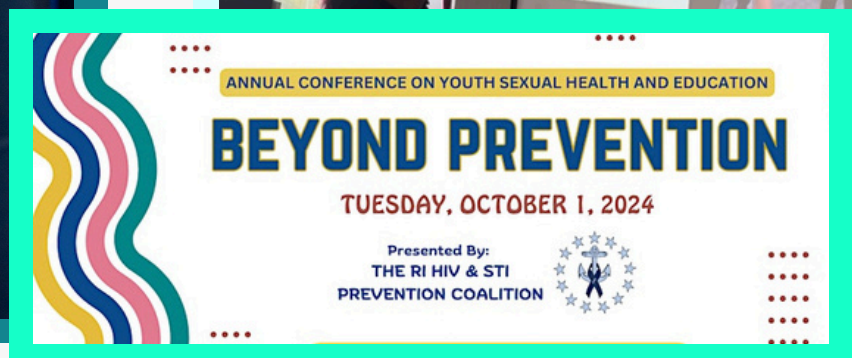
- **Keynote Address:** *Beyond Prevention: A Whole-School Approach to Violence Prevention*

50th Annual Training Event | *National Organization for Victim Advocacy*

- **Keynote Address:** *Visionaries of Advocacy Plenary*

Annual Statewide Health Education Conference | *Maine Association for Health, Physical Education, Recreation, & Dance*

- *Youth Leadership, Mental Health, and Dating Violence Prevention*

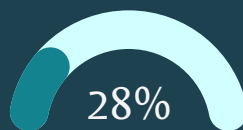


Our Impact Data

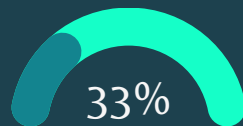
In July 2024, SafeBAE's youth-led programming was the subject of a published study in the *Journal of Child Sexual Abuse* — marking a significant milestone in the recognition of student-designed prevention efforts.

Authored by Brown University researchers Dr. Lindsay Orchowski and Dr. Prachi Bhuptani, the article, ***"Preliminary Evaluation of the SafeBAE Youth-Developed Sexual Violence Prevention Summit,"*** highlights SafeBAE as a national model for peer-led prevention, noting that our programs demonstrate **"the value of engaging youth in developing sexual assault prevention efforts for their peers"** (2024).

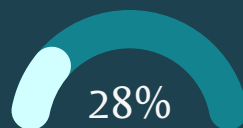
Statistically significant changes were observed across all core indicators, demonstrating the measurable impact of SafeBAE's youth-led prevention model.



+28% increase in confidence understanding consent



+33% increase in knowing how to support a survivor

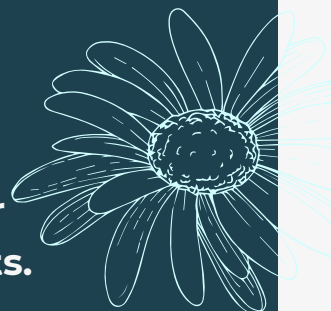


+28% increase in knowing where to find support resources



+43% increase in awareness of key rights

This is one of the first peer-reviewed studies of a sexual violence prevention program designed by and for high school students. While many programs still rely on adult-driven models, this evaluation affirms what we've seen for years: young people can and should lead prevention efforts.



The Impact Behind the Numbers


What Students Are Saying

Beyond data and reach, the heart of SafeBAE's work lies in how students experience it. Whether through completing our Peer Educator Training, getting involved with SafeBAE school clubs, or attending one of our workshops, young people consistently share that the content, community, and leadership opportunities provided by SafeBAE are life-changing.

"I found the training to be so informative and well put together and really enjoyed the visual learning aspects such as videos and graphics. All topics were covered thoroughly with thoughtfulness and kindness throughout, which I really appreciated. As a sexual violence survivor, I even found some of the information and techniques to be useful in my own healing, and every module reminded me that I am a strong survivor who is not defined by her trauma. Thank you for making this available!"



Tristan Greene • 1st

Student at Saint John's High School and Northland Pioneer College
4mo • Edited • 

Over the summer, I attended the SafeBae Summer Activist Institute. At this institute, I learned from multiple top-notch educators about stopping sexual violence. I'm currently using the information I learned from SafeBae to stop sexual harassment in my environment. For example, at my school, I plan on hanging posters and giving presentations on ways to end sexual violence to build a safer environment.

This was truly an experience I'll never forget. I want to give my mentor, **Reid Pinckard**, a special thank you! Along with my contributors that made this possible. Once again, thank you!

"As I went on in the training, I felt like I could be a more helpful and supportive person and that I would know what to do if something happened to me or anyone I know. I feel confident that I can help people in all sorts of situations and I am more educated on the effects of rape culture."



2024 Summer Institute

Building a New Generation of Leaders

In alignment with our commitment to elevating youth leadership, we created the Summer Institute to reflect our mission in full: centering students as leaders and changemakers. Now in its third year, the Institute serves as a launchpad for young people to gain the skills, mentorship, and confidence to lead prevention efforts in their own schools and communities.

What Made This Year Powerful

- 25 students from 14 states, supported by travel scholarships
- 5 college mentors co-planned and guided the full program
- Expert-led sessions on prevention, leadership, and mental health
- Holistic activities like yoga, lighthouse walks, and group reflection
- Creative storytelling through student interviews and social media



Student Leader Spotlights

We're proud to work with youth across the country who are creating real change in their schools and communities. Here are just a few of the student leaders who have gone above and beyond this year.



Arturo Rosado Taveras

SafeBAE Fellow | Mentor | Certified Peer Educator

- Attended our Summer Activist Institute in 2023 and returned in 2024 as a youth mentor
- Facilitated consent workshops for the entire freshman class at Central Catholic High School (MA)
- Founded and led a SafeBAE club at his school
- Promoted SafeBAE's mission through a Massachusetts-based youth community organization
- Recently accepted into the Union College Posse Program on a full scholarship



Valerie 'V' Odiembo

SafeBAE Fellow | Mentor | Certified Peer Educator

- Attended our 2024 Summer Activist Institute
- Led SafeBAE clubs at two schools: Rhode Island Nurses Institute and Rhode Island College
- Presented at the Rhode Island Health Educators Conference alongside SafeBAE's Executive Director
- Facilitated workshops for high school students through the Rhode Island Community Justice Program
- Currently organizing a training seminar for Sexual Assault Nurse Examiners (SANEs)



Hector Jaco

Certified Peer Educator | NYC Schools Liaison

- Led the SafeBAE club at Fort Hamilton High School (NY)
- Delivered Peer Educator Training to over 200 teens
- Facilitated school-wide workshops on consent for all sophomores and juniors
- Partnered with school administrators to improve student access to reporting systems
- Collaborated with local orgs like The Healing Center and joined NYC's Teen Dating Violence Awareness Walk
- Presented SafeBAE programming at multiple NYC schools and engaged directly with NYC DOE initiatives

Program Innovation

New Content & Expanded Access

This year, we introduced flexible new tools to help educators, facilitators, and student leaders integrate SafeBAE's messaging into a wider range of settings.

Short Lesson Plans & Teaching Guides

As an alternative to our full curriculum, we developed standalone teaching guides for each of our videos — perfect for single-session workshops or classroom integration. Each guide includes discussion prompts, educational posters, and facilitation tips to support meaningful conversations.



Spanish Translation & Campaign

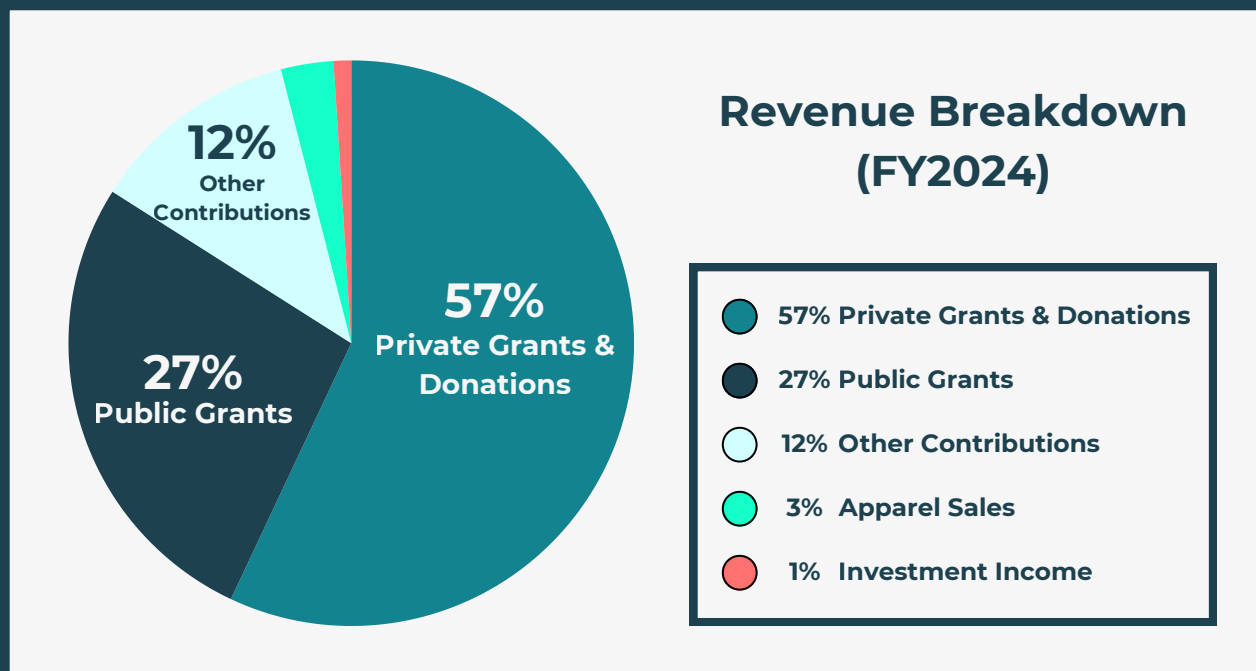
We launched a full Spanish-language version of our Peer Educator Training, expanding accessibility to a broader community of learners. This translation project was led by students based in Costa Rica, exemplifying the reach and youth-driven nature of our work. We also released a Spanish-language edition of our AskFirst apparel line, developed in collaboration with Spanish-speaking youth.



Financial Overview

Fiscal Year Ending December 31, 2024

In 2024, SafeBAE directed the vast majority of its resources toward delivering free, youth-led programming—investing in school-based prevention, curriculum expansion, and leadership development. While still operating leanly, the organization sustained high-impact work across dozens of schools, even amid a shifting funding environment.



Expense Overview

In 2024, 94% of all expenses were directed toward program services, including youth-led education, curriculum development, peer educator training, and in-school prevention work. Just 6% supported administrative needs, such as accounting, compliance, and basic operations. Fundraising costs were minimal and often embedded within program delivery, with staff and students alike helping to promote campaigns and community-based awareness events. This breakdown reflects our commitment to keeping the vast majority of resources in direct service to students, schools, and survivor-centered change.

Special Thanks

To Our Funders & Corporate Partners

Our work would not be possible without the support of the foundations, agencies, coalitions, and companies that believe in youth-led prevention and invest in survivor-centered change. We are deeply grateful for your partnership.



**Sadie & Harry
Davis Foundation**

A KLINGENSTEIN PHILANTHROPY



WORLD CHILDHOOD FOUNDATION

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TOWN FAIR TIRE FOUNDATION, INC.

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Board of Directors

SafeBAE's Board is intentionally composed of at least two-thirds youth, reflecting our deep commitment to youth leadership. This structure ensures that the organization's direction remains accountable to the communities we serve, with young people playing a central role in governance, strategic planning, and decision-making.

Featured Board Chairs

Len Eschweiler (Co-Chair)

Chief Revenue Officer at Amount

Len is a global senior executive with a background in SaaS, fin-tech, and e-commerce. With decades of experience scaling teams and leading revenue strategy, he brings invaluable insight to SafeBAE's organizational growth. Len began his career as a musician and co-founded one of the earliest online music streaming platforms.

Justine Wentzell Chang (Co-Chair)

Author | Producer | RedBalloonStation.com

Justine is a storyteller, mother, and advocate. Her book, *Pocket Full of Dreams*, chronicles her experience in an abusive relationship and her healing journey. Her career has taken her from law school to country music, as well as the film & TV industry. She is now a screenwriter and producer, as well as business owner, helping purpose-driven brands take their impact further through personal and persuasive copywriting and brand development.

Aela Mansmann (Youth Co-Chair)

College Student, Manhattanville University

Aela is a student activist, leader, and organizer. She has served as SafeBAE's Youth Organizing Director, helped produce the first Consent Summit, and has spoken at national conferences including Harvard's Every Voice Summit. Aela made national headlines when she won a landmark First Amendment case with support from the ACLU.

Members of the Board

- **Aidan Stark-Chessa** | College Student, Bates College
- **Emily Bach** | Co-Founder, Stories of Consent
- **Lauren Wechsler Horn** | President, Bullhorn Consulting
- **Ari Zeitlin** | Property Collections Coordinator, Sotheby's Auction House
- **Chalina Morgan-Lopez** | College Student, North Carolina State University
- **Joy Gorman Wettels** | Impact Producer, Advisor, Founder of Joy Coalition
- **Torrey DeVitto** | Actress, Activist
- **Michelle Hope** | Director of Social Impact & Strategic Communications at Siecus
- **Lillian Frame** | Paralegal at Potts-Dupre, Hawkins & Kramer, Chtd.
- **Cheyenne Tyler Jacobs** | Writer, Educator, Filmmaker
- **Samar Rafiqzad** | College Student
- **Abigail Brier** | College Student, Brandeis University
- **Theo Hutt** | College Student, Case Western Reserve University
- **Sydney Turner** | College Student, University of Illinois
- **Bella Kwok** | College Student, Temple University