

OUR TOP TEN ACCOMPLISHMENTS



Remained a Bold Voice for the Rights of Youth in the Face of a Challenging Political Environment

Advocates for Youth persisted in holding the administration and members of a new and deeply ideological Congress accountable for the sexual health and well-being of young people in the U.S. and around the world. The organization helped protect gains from the prior Congress, such as the new Teen Pregnancy Prevention Initiative and Personal Responsibility Education Program, which funds comprehensive sex education. Advocates worked in coalition with the offices of Rep. Barbara Lee (D-CA) and Sen. Frank Lautenberg (D-NJ) to introduce the *Repealing Ineffective and Incomplete Abstinence-Only Program Funding Act* and with Rep. Yvette Clark (D-NY) on the *Global Sexual and Reproductive Health Act of 2010*, both landmark pieces of legislation that advance the rights of youth to information and services. Finally, Advocates helped save \$40 million in school-based HIV prevention funding, which had been threatened by congressional action targeting the CDC.

Championed the Needs and Rights of LGBT Youth

Advocates and its partners trained 390 youth-serving providers, including clergy, educators, school administrators, medical personnel, and other professionals, in 12 communities on the unique needs of lesbian, gay, bisexual, and transgender (LGBT) youth. As a result, providers reached more than 7,000 LGBT young people with sexual health resources and services; provided information to 51,000 community members, including parents; and implemented innovative programs to reduce homophobia and transphobia in schools and communities. Advocates also spearheaded a coalition of national LGBT organizations, successfully doubling the number of jurisdictions that include questions about sexual orientation on their Youth Risk Behavior Surveys.

Thank you very much for being a voice for kids, and especially LGBT youth. Your work is very much appreciated by those of us who have gone through the sting of prejudice and misunderstanding - those of us who hope that some day others will not have to. - Jeff Koertzen, Renton, Washington

I was lucky enough to be selected as a Great American Condom Campaign (GACC) SafeSite at my school, Nevada State College, and it was wildly successful. Thanks in part to the GACC, many of our students have both the knowledge and the resources to make **SAFE, RESPONSIBLE** decisions about their sexual health.

- Elan Andruss,
Henderson, Nevada



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Partnered with Colleges and Communities to Redress Sexual Health Disparities among Youth of Color

Staff worked with 350 youth-serving agencies to improve the health of low-income youth of color who are at disproportionate risk of teen pregnancy, HIV, and other sexually transmitted infections. Advocates expanded its initiative to improve HIV prevention services at historically black colleges and universities by adding three colleges in Mississippi and two in Georgia. Advocates also entered the second year of its Muslim Youth Project, assisting MIC Women's Health Services in Queens, New York to launch a peer education project for Muslim and South Asian youth ages 13 to 24. These peer educators worked with 49 Queens-based community groups, 18 high schools, 3 colleges, and 26 mosques throughout New York City to provide culturally relevant sexual and reproductive health information to young people.

Used New Media to Reach One Million Youth via Amplify

Amplify (www.amplifyyourvoice.org), Advocates' website by and for youth activists, celebrated its one-year anniversary by reaching more than one million unique visitors. In an effort to elevate youth's sexual and reproductive health and rights within the progressive agenda, Advocates utilized the site to conduct cultural advocacy. For example, in early 2010, staff and youth activists used *Amplify* to aggressively publicize a law passed in the Utah legislature that would allow women to be prosecuted for "criminal homicide" for having or seeking illegal abortion or, in some cases, for miscarriages. The story got picked up by the *New York Times* and resulted

in the removal of some of the most egregious language from the bill. In December, Advocates produced a series of four satirical animated videos highlighting actual lessons from abstinence-only programs. The videos were cross-posted on *Daily Kos*, *RHRealityCheck*, *Feministing*, and 50 other sites; covered by the popular online news show *The Young Turks* and morning radio program *The Kane Show*; and viewed more than 167,000 times, resulting in 11,000 letters sent to members of Congress and an additional 1,000 youth becoming members of Advocates' Youth Activist Network.

Prompted Thousands to Take Grassroots Action in Support of Youth's Sexual Health and Rights

In 2010, also via *Amplify*, Advocates provided information, tools, and motivation to the 35,000 members of its domestic Youth Activist Network (YAN) to conduct online and on-the-ground advocacy. In addition, Advocates provided in-person training on sexual and reproductive health issues, media outreach, and grassroots organizing to 500 of these YAN members. With this information and training, Advocates' youth activists conducted a range of advocacy and education activities, including writing 2,000 blogs, visiting 129 policymakers' offices, and sending 60,000 letters to policymakers in support of comprehensive sex education, affordable birth control, federal funding for abortion, and LGBT health and rights, among other issues. The activists also conducted campus advocacy that reached tens of thousands of their peers. For example, through the Great American Condom Campaign, young people distributed 1.2 million condoms at 800 colleges and universities in 49 states. Two-thirds of the students also distributed safer sex information; one-third hosted an educational event; and half conducted advocacy activities.

Organized Youth Activist Networks in Six States to Improve Sex Education Policy and Practice

Advocates assisted organizations in Georgia (Georgia Campaign for Adolescent Pregnancy Prevention), Illinois (Illinois Caucus for Adolescent Health), North Carolina (Adolescent Pregnancy Prevention Campaign of North Carolina), Ohio (AIDS Taskforce of Greater Cleveland), South Carolina (New Morning Foundation), and Texas (Texas Freedom Network) to recruit, train, and sustain youth activist councils and build 3,000-member state networks to improve sex education policy and practice at the state and local levels. In Ohio, Advocates' youth activists successfully mounted a campaign to oust Operation Keepsake, an abstinence-only-until-marriage program, from the Parma school district. Two of the activists now sit on a committee to identify a more comprehensive and LGBT-inclusive curriculum. With Advocates' assistance, the North Carolina council conducted 40 trainings for school districts throughout the state, reaching 525 educators and administrators with information about the *Healthy Youth Act*, the state's new legislation promoting comprehensive sex education, and curricula options for implementation. In Texas, activists organized the first-ever youth lobby day for 75 activists and secured seats on three local School Health Advisory Councils to advocate for improvements in sex education in their school districts.

Expanded Youth Access to Effective, Affordable Contraception

Advocates maintained its efforts to improve contraceptive access for young people in South Carolina, Ohio, and New Jersey and launched new campaigns in Oklahoma and the District of Columbia. Advocates and its local partners educated pharmacists, Title X clinic personnel,



We cannot thank Advocates enough for the support you have given us. You have helped us build the leadership in our state with a focus on how teen pregnancy relates to the larger context of respect, and responsibility.



Advocates for Youth enough for
men us over the years. You
to stand on and cry on.
and support and nurture
e and region, and always
pregnancy prevention
ext of social rights,

Advocates for Youth - Staff, Center for Health Training,
Resource Group Team, Seattle, Washington

school-based health center staff, and other providers on best practices in youth-friendly service delivery. Advocates also trained local youth activists to conduct sexual health social media campaigns via Facebook and Twitter and promote a text messaging service enabling youth to obtain sexual health information and clinic referrals via their cell phones. Staff also worked with DC Council Member David Catania to introduce the Pharmacy Practice Amendment Act of 2011 to explore the possibility of allowing pharmacists in the District of Columbia to enter into a collaborative agreement with physicians to dispense contraception without a prescription.

Empowered Youth-Led Groups from the Global South to Improve Sexual Health in Their Countries

In an effort to improve sexual health programs and policies affecting youth in Nigeria, Jamaica, and Ethiopia, Advocates helped organizations in each country to train and support youth advocacy councils. In Jamaica, two council members were invited to review the National Strategic Plan on HIV, and the council is now represented on the Country Coordinating Mechanism for the Global Fund to Fight HIV/AIDS, Tuberculosis, and Malaria. In Nigeria, activists successfully advocated for the inclusion of anti-discrimination and protection language for young people in an HIV and AIDS anti-stigmatization bill passed by the lower house of parliament. Two council members have also been appointed to an adolescent health working group of the Ministry of Health. In Ethiopia, the youth council established and hosted a government-sponsored radio show reaching thousands of their peers with information on sexual and reproductive health and rights for youth.

Strengthened the National Teen Pregnancy Prevention Infrastructure

Advocates continued to provide strategic assistance, leadership coaching, and training to 22 state teen pregnancy prevention organizations to build their capacity to provide youth access to comprehensive sex education and contraceptive services. As one example, Advocates assisted the Hawaii Youth Services Network to successfully advocate for the implementation of comprehensive sex education in 20 public schools, two Native Hawaiian charter schools, a residential substance abuse center, and a mental health treatment center for youth. During the year, Advocates also began a new five-year CDC-funded initiative to reduce the rates of teen pregnancy and teen births by 10 percent in nine communities by supporting sustainable, multi-component, community-wide initiatives in each.

Ranked among Premiere Nonprofits for Impact and Standards

In 2010, Advocates was recognized repeatedly for its ability to meet the highest standards of nonprofit performance. Advocates was designated a 2010 "Top Nonprofit" by Philanthropedia. The group surveyed 192 national experts in reproductive and sexual health to identify organizations making the biggest impact in the field. Advocates was ranked seventh out of 19 high-impact organizations. Advocates also received a Four-Star Rating from Charity Navigator, an independent evaluator that assesses the financial health of more than 5,000 of America's best-known charities. Finally, Advocates was awarded the Independent Charities of America's "Best in America" Seal of Approval, which has been bestowed upon fewer than 2,000 charities operating in the U.S. today.

OUR DEPARTMENTS AND PROGRAMS

EDUCATION AND OUTREACH

Future of Sex Education (FoSE) Initiative
Online Parents' Sex Ed Center
Parent-Child Communication
Rights.Respect.Responsibility.
(3Rs) Campaign

HIV/STD PREVENTION AND HEALTH EQUITY

Anti-Homophobia/Transphobia Initiative
Historically Black Colleges and
Universities Project
Muslim Youth Project
MySistahs.org
Young Women of Color Leadership Council
Youth of Color Initiative
YouthResource.org
Youth Risk Behavior Survey Project

INTERNATIONAL PROGRAMS

AmbienteJoven.org
International Year of Youth Journalists
International Youth Activist Network
International Youth Leadership Council
International Youth Speak Out Project
The Time is Now Campaign
Youth-Friendly Services in Nigeria &
Burkina Faso: Linking Youth Peer
Educators and Providers for Partnership
in Prevention and Care

PUBLIC POLICY

Cultural Advocacy and Mobilization
Initiative (CAMI)
Domestic Federal Policy
International Federal Policy
State Strategies

STRATEGIC COMMUNICATIONS AND PUBLIC

INFORMATION SERVICES
AdvocatesforYouth.org
AmplifyYourVoice.org
Publications
Traditional and New Media Strategies

TEEN PREGNANCY PREVENTION AND ADOLESCENT

SEXUAL HEALTH SERVICES
Adolescent Contraceptive Access
Campaign
Promoting Evidence-Based Approaches to
Teen Pregnancy Prevention

YOUTH EMPOWERMENT

Campus Activism
Domestic Youth Activist Network
Great American Condom Campaign
Urban Retreat

DEVELOPMENT

FINANCE AND ADMINISTRATION

From the onset of my association with Advocates, I was struck by the incredible array of services that this organization provides on a small budget both in the U.S. and abroad - \$1 contributed to Advocates goes further than any other contribution one could imagine. But for Advocates, young people would have no one in their corner fighting for sanity and science in the field of teen sexual health. Advocates has stood almost alone through the wilderness years of "abstinence-only" education. Their programs are backed by science and evaluation. The staff is one hundred percent committed to their mission of Rights.Respect.Responsibility.[®] for teens across the complete economic, ethnic, and sexual preference spectrum.

- Anne Pallie,
Amissville, Virginia



OUR MISSION AND VISION

Advocates for Youth champions efforts that help young people make informed and responsible decisions about their sexual and reproductive health. Through its vision of Rights.Respect.Responsibility.[®] ("3Rs"), Advocates believes that youth have an inalienable RIGHT to accurate and complete sexual and reproductive health information, confidential services, and a secure stake in the future; youth deserve RESPECT—valuing them means involving them in the design, implementation, and evaluation of programs and policies that affect their health and well-being; and society has the RESPONSIBILITY to provide young people with the tools they need to safeguard their sexual health, while young people have the RESPONSIBILITY to protect themselves from unwanted pregnancy and sexually transmitted infections, including HIV.



Advocates for Youth gratefully acknowledges the many foundations, corporations, and individuals that invested in our work in 2010.

For more information on ways to give, contact Elizabeth Merck, Manager of Individual Giving, at (202) 419-3420 or liz@advocatesforyouth.org.

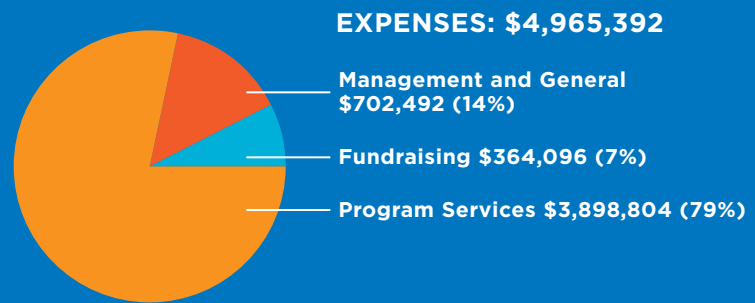
2000 M STREET NW, SUITE 750
 WASHINGTON DC 20036 USA
 P:202.419.3420 F:202.419.1448
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OUR FINANCIALS

(APRIL 1, 2009 - MARCH 31, 2010)

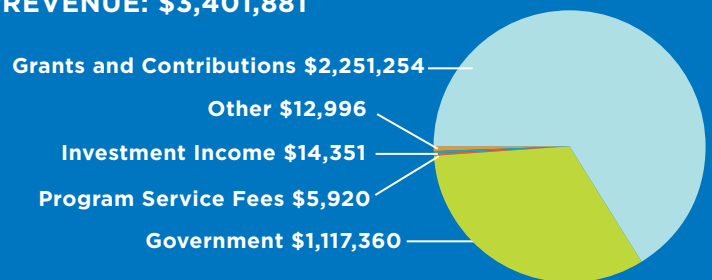
In FY2010, Advocates' expenses totaled \$4,965,392. Income included new revenue of \$3,401,881 from grants and contributions received in FY2010, as well as \$1,563,511 in grants and contributions received in previous years for use in FY2010.



PROGRAM SERVICE EXPENSES INCLUDE:

- Adolescent Pregnancy Prevention Program \$928,394
- Education and Outreach \$196,363
- HIV/AIDS Education \$256,665
- International Programs \$333,121
- Media Project \$36,707
- Public Affairs \$1,524,241
- Public Information Services \$186,027
- Youth Empowerment \$160,933
- Youth of Color \$276,353

REVENUE: \$3,401,881



NET ASSETS BEGINNING OF YEAR: \$6,098,478
NET ASSETS END OF YEAR: \$4,534,967

NOTE: The financial data have been summarized from the financial records of Advocates for Youth. A complete copy of the audit and/or Form 990 for the year ended March 31, 2010, prepared by Advocates' independent public accountant, are available upon request.