

OUR TOP TEN ACCOMPLISHMENTS



Mobilized Tens of Thousands of Millennials in Support of Youth Sexual Health and Rights

Advocates and its youth activists called out cultural hypocrisy and injustice in support of youth sexual health and rights. Staff trained more than 500 youth leaders and supported youth organizers on 20 campuses to conduct roots (online) to boots (on the ground) activism. Advocates also assisted state organizations in Colorado, Florida, Illinois, North Carolina, Ohio, South Carolina and Texas to build strong state youth activist networks comprised of thousands in support of comprehensive sexual health education and other progressive sexual health issues.

Through its organizational website, www.advocatesfor youth.org, and its online hub by and for youth activists, www.amplifyyourvoice.org, Advocates reached more than 2.5 million unique visitors; and mobilized its youth activists to send 77,336 letters and hundreds of thousands of petition signatures to public officials and other decision-makers in support of youth sexual health and rights.

On the ground, Advocates' youth activists, among other activities, established an LGBT center and anti-discrimination policies at a university in Ohio, actively served on local school health advisory councils and helped change local sex education policy and practice in 11 school districts in Texas, advocated against bills to restrict abortion access in Virginia, Mississippi, Ohio and other states; mounted a national campaign in support of no co-pay birth control, fought for policies supporting condom availability in high schools, and helped reverse an HIV-discrimination policy at a private boarding school.



In February 2012, Advocates spearheaded a Valentine's Day-inspired campaign to urge Congress to provide college students with no co-pay birth control. More than 1,000 students sent photos of themselves holding Valentines for their Senators and Speaker John Boehner and Advocates hand-delivered the photos to House Minority Leader Nancy Pelosi.

MILLENNIAL YOUTH REACT TO THE 1 IN 3 CAMPAIGN

“[This Campaign is about] taking stigma away from abortion and showing that women who get abortions aren’t being careless but are making important and difficult decisions that are best for themselves and their loved ones and the possible child.”

“Before, I wasn’t completely sure how I felt about abortion. After reading a story that I could relate to, I feel like a woman’s choice in having a child is important and needs to be promoted.”

“I used to be anti-abortion. After watching the videos, and reading some of the text, I realized this subject is WAY more sensitive than I imagined and there are always two sides to everything.”

Launched a Ground-breaking Cultural Initiative to De-stigmatize Abortion

Advocates spearheaded the launch of the 1 in 3 Campaign in partnership with Choice USA and Spiritual Youth for Reproductive Freedom. The Campaign uses the power of storytelling to de-stigmatize women’s decisions around abortion and safeguard abortion access. Through www.1in3campaign.org and other outreach, the partners reached over 1,800,000 people with information about the Campaign and collected more than 75 stories, which were then viewed 25,000 times.

Advocates also trained 150 activists and provided them with tools to conduct on-the-ground advocacy around abortion rights. As a result, activists conducted activities on 14 campuses and started more than 150,000 conversations about the campaign on Facebook and Twitter.

Unveiled the First-ever National Sexuality Education Standards

Through the Future of Sex Education (FoSE), Advocates, Answer and SIECUS launched the *National Sexuality Education Standards: Core Content and Skills, K-12*, which provides the first-ever evidence-based guidance for schools on the minimum essential core content students need to learn per grade level, K-12.

Published in special editions of the *Journal of School Health* and the *American Journal of Health Education* and featured in more than 20 colleague newsletters and in a major AP story that ran in 400 news venues, the Standards have reached more than 20,000 sex education advocates, educators and school administrators and are being used by state and local education groups in Iowa, Connecticut, Kentucky, Nebraska and Michigan, among others.

Boldly Advocated in Congress and with the Administration

Advocates worked in coalition with Rep. Barbara Lee (TX) and Sen. Frank Lautenberg (NJ) to introduce the Repealing Ineffective and Incomplete Abstinence-Only Program Funding Act and the Real Education for Healthy Youth Act. The Real Act lays out a comprehensive, progressive vision for sex education policy. To promote this legislation, Advocates youth met with 100 Congressional offices. In addition, Advocates launched swift and highly-visible efforts on social media to protect young people’s access to contraception in the wake of recent and proposed attacks by social conservatives in Congress. Advocates’ youth raised awareness in Congress about the important role international reproductive health and family planning policies play in the lives of women, men and youth in the global south. More than 200 youth educated 285 congressional offices.

Advocates made recommendations to the State Department on increasing funding for international family planning and reproductive health and highlighted issues to actively prioritize during UN negotiations. Two of Advocates’ International Youth Leadership Council members served on the official U.S. delegation to the 2012 Conference on Population and Development, which focused on youth.





The Time is Now Campaign, spearheaded by Advocates' international youth activists, collected more than 1,000 signatures from around the world and delivered them to the UN Framework Convention on Climate Change Executive Secretary, asking her to elevate the sexual and reproductive health and rights of youth within the climate change discussion.

Partnered with Thousands of Youth Activists in the Global South

Advocates' International Youth Activist Network grew to 1,000 youth-led organizations and their activists from 60 countries. Staff provided technical assistance, training and materials to assist these activists to advocate for improved youth sexual health and rights in their countries, regionally and at international conferences and meetings.

Advocates partnered with youth activists in Nigeria, Jamaica, Nepal, the Philippines, Namibia, Pakistan, India, Ghana, Cameroon and Zambia to implement advocacy efforts to improve youth representation on regional and international decision-making bodies. As a result, two of Advocates' youth activists from Nepal were appointed to a UN advisory panel and two were asked to serve on the youth advisory council of the U.S. Embassy. In Jamaica, council members worked with the UNAIDS Country Director to build youth leadership in Jamaica's HIV movement and leverage social media to mobilize the voices of youth and advocate for policy change. Global South activists also met with UNAIDS director Michelle Sidebe and with U.S. administration officials from the Office of Global AIDS Coordination and the State Department to share their own stories and to advocate for strengthened commitments from the U.S. and the international community in support of youth sexual health and rights.

Intensified Efforts to Normalize Condom Use on College Campuses

Through Advocates' Great American Condom Campaign, 2,000 youth activists served as SafeSites on 948 colleges and universities throughout the U.S., Puerto Rico, and the Virgin Islands. The students distributed over 1,200,000 Trojan-donated condoms along with information promoting safer sex to youth on their campuses, 59 percent of which would otherwise have limited or no access to condoms for students.

In addition 1,000 SafeSites participated in advocacy efforts to improve their schools' policies on contraception or condom availability and mobilize their peers in support of other sexual health issues, including affordable birth control, abortion access and LGBT health and rights.



“The sex ed being taught in my district is obsolete and excludes many young people; I want to work to change that.”

- Ervin, 20, Oakland, CA

OUR DEPARTMENTS AND PROGRAMS

EDUCATION AND CULTURAL ADVOCACY 1 in 3 Campaign

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

HIV Prevention in Schools
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
LGBT Health & Rights
International Youth Activist Network
International Youth Leadership Councils
The Time is Now Campaign
Youth Journalists
Youth-Friendly Services in Nigeria &
Burkina Faso

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 Youth Leadership
Conference

DEVELOPMENT

FINANCE AND ADMINISTRATION

Expanded Contraceptive Access for Young People

Advocates expanded its efforts to improve the availability and affordability of contraception in South Carolina, Philadelphia, and Washington, DC. Efforts in South Carolina included, among others, working with the Association of Reproductive Health Professionals to train clinicians on the insertion and removal of long acting reversible contraceptives (LARCs) for youth; supporting activists on college campuses throughout the state to educate their peers about contraception; and assisting eligible young people to register for South Carolina's family planning Medicaid waiver to help offset the cost of contraception and make LARCs affordable for youth choosing this option.

Strengthened the Capacity of State Adolescent Sexual Health Organizations

Advocates' National Support Center for State Teen Pregnancy Prevention Organizations provided leadership and capacity-building services to strengthen the organizational sustainability of state-wide adolescent sexual health organizations in Iowa, Alabama, Colorado, California, Texas, Michigan, Hawaii and Georgia, among many others.

Advocates also worked in coalition to host events such as the Sixth Annual State Sex Education Summit and the State Organizational Leadership Roundtable, designed to build state organizations' staff and board leadership, assist in creating financial diversification and sustainability plans, build their advocacy and messaging skills, share strategies and tactics across states and coordinate efforts with their respective departments of health and education.

Through the Future of Sex Education Initiative, Advocates also worked with Answer and SIECUS to issue a Southern State Strategy white paper promoting national investment to build or strengthen state-wide adolescent sexual health organizations in states across the South.



Partnered with HBCUs and Community-based Organizations to Improve Education and Services for Youth of Color

Advocates provided resources and technical assistance to more than 350 community-based organizations serving young people of color in communities with high rates of HIV and/or teen pregnancy, helping them to implement culturally relevant, evidence-and rights-based prevention strategies. Staff also partnered with two organizations serving Muslim youth and created a learning community of 100 Muslim youth-serving providers to share lessons learned and help them to incorporate sexual health education and services into their youth programming. In Georgia and Mississippi, Advocates partnered with five Historically Black Colleges and Universities (HBCUs) to raise awareness of the disproportionate impact of HIV and AIDS on the African American/Black community; Advocates trained 126 youth as members of Youth Leadership Councils and helped council members to conduct HIV prevention education for 3,817 students, distribute 12,000 condoms, add 16 condom distribution sites on their campuses, test 1,000 students for HIV and create linkages to community-based care for HIV positive students.



“If we can spread the message to young people about their sexual health and rights today, then they will be smarter and wiser tomorrow.” - Quincy, 19, Birmingham, AL

Launched a Crucial Initiative to Support Thousands of LGBTQ Youth in the Global South

Advocates launched a pilot project to assist LGBTQ youth living in the Global South in countries where homosexuality is illegal and/or homophobia is rampant. Leveraging its domestic experience, Advocates began partnerships with youth-led organizations in Jamaica, Uganda and Nigeria to adapt Advocates’ ground-breaking social media intervention, www.YouthResource.org and to bring needed affirmation, information and peer support to LGBTQ youth in these regions.

Staff is also working with each partner organization to mobilize youth activism in support of LGBTQ health and rights within the country and at regional and national conferences and meetings. This work leverages Advocates’ U.S.-based Anti-Homophobia/Transphobia Project, through which this year staff helped 15 community- and faith-based organizations to improve their services for LGBTQ youth of color and provided seed funding and intensive technical assistance for four more to enact comprehensive plans to reduce homophobia and transphobia within their agencies and communities.

Another 10,000 front-line youth-serving staff across the U.S. were reached with information and resources to improve their agency’s efforts on behalf of LGBTQ youth of color; and Advocates’ website by and for LGBTQ youth, www.YouthResource.org reached 60,000 unique visitors with information, affirmation and referrals. Advocates also spearheaded a coalition that doubled the number of states and large municipal school districts that included questions of sexual orientation on their Youth Risk Behavior Surveys, and worked with GLSEN to successfully seek approval from CDC to add a question on gender expression.

“I dream of a generation that is able to share equal opportunities, access health services and participate equally in decisions that affect them.” - Blessed, 21, Uganda



ENGAGING A GENERATION OF NEW LEADERS

A Letter from the President, Deb Hauser



Deb Hauser, President

If we want things to change for young people, we as young people have to instigate change. That's just how the world works.

- Briana, 18, Ocean Springs, MI

This year, after 14 dynamic and visionary years at the helm of Advocates for Youth, James Wagoner stepped down as President and Executive Director. His vision, commitment and passion set the organization on a bold path as a champion for the sexual health and rights of young people the world over.

In January 2012, with great excitement and a strong sense of commitment, I took over the leadership of the organization after serving as Executive Vice President during the entirety of James' tenure. His mentorship and vision continues to be a great gift to me. One of the goals of any good leadership transition must be to strike the right balance between ensuring stability and breaking new ground.

Advocates' mission remains relevant and inspirational. The organization will continue to be a bold and innovative voice promoting a rights-based, evidence-informed, positive approach to youth sexual health. A cornerstone to our vision is the authentic partnerships we have with young people. The entire organization is committed to empowering youth as activists and leaders. Advocates champions youth leadership not just as a pathway to healthy adolescent development but as a strategy for changing the world.

In the years ahead, the organization will continue to champion young peoples' rights to honest sex education, confidential sexual health services and social opportunity—the type of opportunity that builds strong lives and strong communities. We remain deeply committed to our current, innovative work to expand adolescent access to contraception; promote comprehensive sex education; improve HIV prevention services in schools and communities; fight homophobia; and use our policy work on the Hill and with the Administration to advance the goals of our state and local partners.

At the same time, Advocates has opportunities to break new ground by:

- Expanding the rights framework to include issues of sexual health equity, issues that are critical to communities of color and LGBTQ youth – communities most affected by the social disparities that drive high rates of teen pregnancy, HIV, and other STIs.
- Creating a new cultural narrative on abortion – one that uses personal storytelling to break through the stigma that silences women's voices on abortion access and stifles young people from taking a vocal stand in support of abortion access.
- Leveraging our domestic expertise to champion the health and rights of gay, lesbian, bisexual and transgender youth living in the global south where homophobia is often rampant and homosexuality is illegal in many places.
- Deepening our partnerships with the reproductive justice community and empowering youth of color as activists and leaders.

Advocates recognizes that by deepening our work in these areas we can move closer to meeting our vision of a society that values youth as leaders, embraces sexuality as normal and healthy and recognizes its responsibility to provide all young people with the information, support and affirmation they need to become sexually healthy adults. We can and will change the world. It all starts with a small group of committed and thoughtful people. It is my honor to work alongside these people. They include Advocates' staff, our youth activists and our organizational colleagues. Together we will change the world if we are smart enough, collaborative enough and brave enough to do so. Won't you join us?

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“I strongly desire that every young person will realize their full potential and value, so that they can challenge the status quo and drive the change process.” - Kikelomo, 25, Nigeria

To learn more about ways to support a generation of new leaders on sexual and reproductive health, contact Jennifer Stark at jennifers@advocatesforyouth.org.

Advocates for Youth participates in the Combined Federal Campaign, #12087.

OUR FINANCIALS

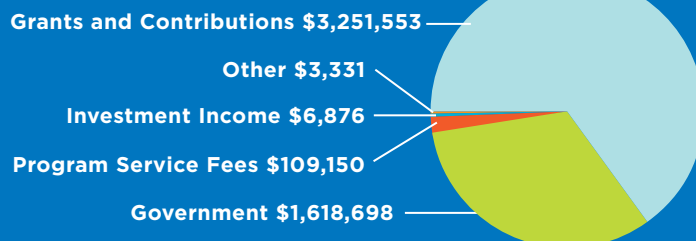
APRIL 1, 2011 - MARCH 31, 2012

In FY2012, Advocates' expenses totaled \$5,830,078. Income included new revenue of \$4,989,608 from grants and contributions received in FY2012, as well as \$840,470 in grants and contributions received in previous years for use in FY2012.

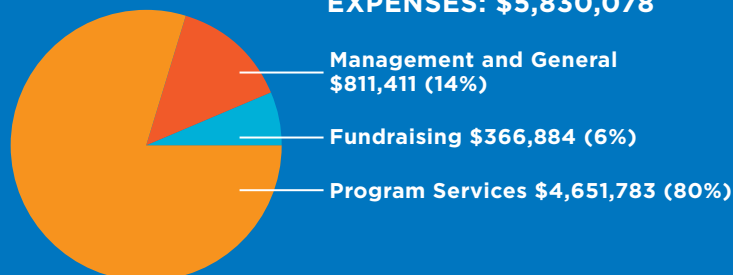
PROGRAM SERVICE EXPENSES INCLUDE:

Adolescent Sexual Health Services \$1,095,240
 Education and Outreach \$160,578
 HIV/AIDS Education \$362,642
 International Programs \$567,547
 Public Affairs \$1,650,346
 Public Information Services \$175,890
 Youth Empowerment \$256,186
 Youth of Color \$383,354

REVENUE: \$4,989,608



EXPENSES: \$5,830,078



NET ASSETS BEGINNING OF YEAR: \$6,477,139
 NET ASSETS END OF YEAR: \$5,636,666*

* Includes a loss on retirement of assets of \$4,614

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, 2012, prepared by Advocates' independent public accountant, are available upon request.



- Advocates for Youth champions programs and advocates for policies that help young people make informed and responsible decisions about their sexual 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.

OUR MISSION AND VISION

