



# ADVANCING SEXUALITY EDUCATION



Sexuality Information and Education  
Council of the United States

ANNUAL REPORT 2017

# From the President & CEO and Board Chair

## From the President & CEO:

During the Trump Administration's first full year in power, SIECUS' work to ensure the sexual health and rights of all people wasn't just important. It was vital. As 'alternative facts' became an acceptable basis for forming policy, SIECUS pushed back with its unique ability to speak truth to power, unveil ideology-driven agendas, and reinforce the need for decision-making based in evidence, expertise, and public opinion.

And while it is no secret that this year has been full of challenges, 2017 has also been a year of growth, expansion, and continued success for SIECUS. We welcomed new staffers and board members. We hit the ground running with our refocused organizational framework—keying in on the areas of policy, strategic communications, and partner education. Despite the year's highs and lows, SIECUS has even further cemented itself as a leader in shaping policies that benefit young people across the country. Join us as we continue our journey toward advancing the sexual health and wellbeing of the nation.



A handwritten signature in black ink, appearing to read 'Chitra'.

Chitra Panjabi  
President & CEO

## From the Board Chair:

This year undoubtedly marked a trying time for sexual and reproductive health advocates in this country. However, it also served as a powerful confirmation of support for our causes. As millions across the country marched, fundraised, called their representatives, and shared content online, it has been incredible to see the overwhelming numbers of individuals—old and new—showing up and speaking out to protect sexual and reproductive health and rights in the U.S.

It has been a privilege to see such emboldened support for SIECUS' work this year—my last one serving as Board Chair. While I am excited to continue on as a board member, I am equally thrilled to welcome SIECUS' new Board Chair: Keely Monroe. Keely has expertly filled her role as Vice Chair for the past year and I cannot wait to see her work continue as she begins her term as Chair in May of 2018.

This year has been an important and successful one for advancing sexuality education across the country. But while we've made great strides, we still have a lot of work left to do. Join us as we work tirelessly to encourage all people to understand comprehensive sexuality education for what it is: a human right.



A handwritten signature in black ink, appearing to read 'Stephen Russell'.

Stephen Russell  
Board Chair

## Welcome

This year SIECUS welcomed three new additions to its Washington, D.C. team:

**Jennifer Driver** was named State Policy Director to lead the expansion and development of state partner relationships and policy advancement strategies through advocacy support and partner engagement.

**Zach Eisenstein** joined as Communications Manager to direct the organization's communications strategy, creatively working on and offline to promote SIECUS' mission, policy and program priorities, and fundraising efforts.

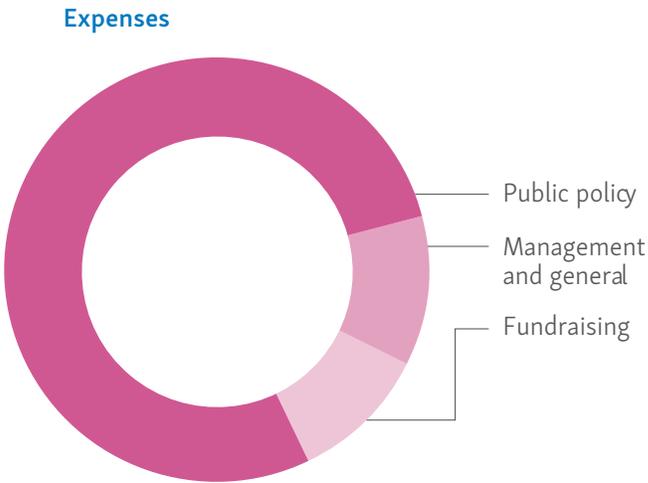
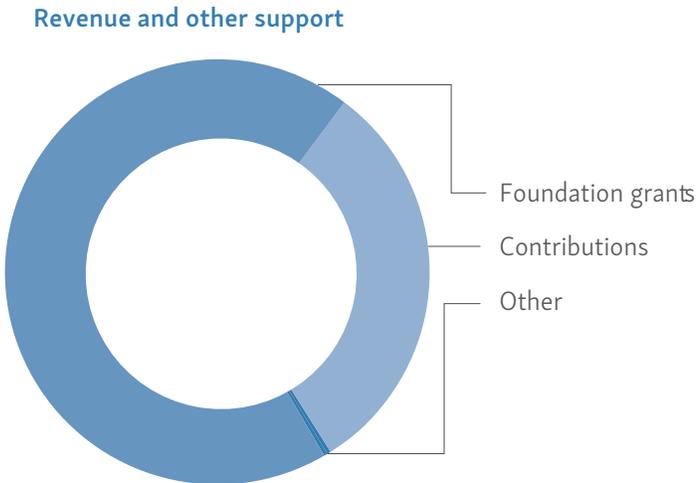
**Madeleine Lowe** came onboard as Policy Analyst to monitor, track, and analyze policy activity at the federal, state, and local levels and support the research and writing of key SIECUS publications.

# Financials

Fiscal year ended September 30, 2017

Revenue and other support	Unrestricted	Temporarily Restricted	Total
Foundation grants	\$287,500	\$200,000	\$487,500
Contributions	\$219,752		\$219,752
Loss of disposal of assets	(\$4,292)		(\$4,292)
Realized and unrealized gain on investments	\$1,514		\$1,514
Interest income	\$906		\$906
Publications and other earned income	\$414		\$414
Net assets released from restrictions:			
Satisfaction of grant restrictions	\$256,352	(\$256,352)	
<b>Total revenue &amp; support</b>	<b>\$762,146</b>	<b>(\$56,352)</b>	<b>\$705,794</b>

Expenses			
<i>Program services</i>			
Public policy	\$391,795		\$391,795
<i>Supporting services</i>			
Management and general	\$57,843		\$57,843
Fundraising	\$52,078		\$52,078
Total supporting services	\$109,921		\$109,921
<b>Total expenses</b>	<b>\$501,716</b>		<b>\$501,716</b>
Change in net assets	\$260,430	(\$56,352)	\$204,078
Net assets - beginning of year	\$286,838	\$211,865	\$498,703
Net assets - end of year	\$547,268	\$155,513	\$702,781



# Standing Strong in 2017

## National Policy Leadership

After years of consistent advances for evidence-based education under the Obama Administration, in **President Trump's first year in office, he made his message clear: He is committed to advancing a harmful sexual and reproductive health agenda that puts ideology over research, expert advice, and public opinion.** But, despite the seemingly uphill battle, SIECUS successfully engaged in nation-wide policy efforts to continue advancing the sexual health and rights of young people.

SIECUS led efforts, along with our national partners, in developing and **facilitating the policy response to the administration's attacks on two vital youth-focused sexual health promotion programs:** The Teen Pregnancy Prevention Program (TPPP) and the Centers for Disease Control and Prevention's Division of Adolescent and School Health (DASH). As a result of these efforts, both programs received federal funding through the end of FY2017 level with the prior year.

**SIECUS' work within the Sex Ed Coalition and with individual member offices paid off with the first-ever bipartisan vote in favor of an amendment to restore funding for TPPP, increase dollars for DASH, and eliminate spending on abstinence-only-until-marriage programs.** The amendment, offered for the House of Representatives' Labor, Health, and Human Services, Education, and Related Agencies spending bill for fiscal year 2018, ultimately failed, but not without support from all minority members of the Appropriations committee and Republican Congressman Charlie Dent (PA-15).

Additionally, SIECUS successfully led the charge in encouraging the Congressional Pro-Choice Caucus (PCC) to add **"sex ed" as an issue priority** to monitor and mobilize around. This effort encouraged members to make the critical link between sex education and other reproductive health care policies—for the first time in the history of the PCC.



Senator Cory Booker (D-NJ) and Congresswoman Barbara Lee (D-CA-13) reintroduced the **Real Education for Healthy Youth Act**, which would provide federal funding for programs providing comprehensive sexuality education for adolescents and young adults, as well as for teacher training, while prohibiting programs that shame or harm young people, including eliminating abstinence-only programs. SIECUS helped secure support from the Senate, the House, and over 60 national organizations. The 2017 bill reflected a health promotion approach and added language to specifically include information about safe and legal abortion within its "options for pregnancy" section.



Senator Mazie Hirono (D-HI) and Congresswoman Alma Adams (D-NC-12) re-introduced the **Youth Access to Sexual Health Services Act**, to support young people facing inequitable access to sexual health care and related services. Nearly

**50 national organizations signed on to support the reintroduction of this bill.** This year, Congresswoman Alma Adams held a press conference at a local LGBTQ youth center in Charlotte, NC during the city's Pride Weekend to announce the introduction of this unique legislation—backed by SIECUS.



## What's in a Name?

This year, the Me Too movement brought conversations surrounding sexual violence under a national spotlight. Through these discussions, people across the country have started to acknowledge a reality that, until now, has largely gone unnoticed in the mainstream: **There are a lot of misunderstandings about what constitutes sexual harassment, assault, and consent. And there always have been.**

Both the absence of quality sex education and the presence of abstinence-only programs in schools have worsened a culture that already perpetuates rigid gender stereotypes, ignores the social and emotional needs of young people, neglects important information about healthy relationships, and, worst of all, continues the harmful belief that sex and sexuality are issues that should not be discussed.

In November 2017, SIECUS launched its **#TeachThem** campaign to encourage advocates across the nation to push for advancing sex ed policies in their community that address sexual violence prevention. Most people don't learn about consent at home or in the classroom. And, too often, any type of sex ed that does cover these topics comes too late.

That's why we need comprehensive sexuality education starting in kindergarten. This way, young people can learn about these life-changing issues early on—in ways that are age-appropriate and accurate.

Through the millions of conversations that started with a simple hashtag, **it's clear that sexual violence does not discriminate based on any demographic—including age. It's time we acknowledge comprehensive sexuality education is sexual violence prevention.** It's time we #TeachThem.



## State and Local Policy Support

This year, SIECUS played a key role in multiple state-level policy coalitions including: The LGBTQ State Policy Taskforce, The Center for HIV Law and Policy Rights to Reality Coalition, The Ohio Collaborative for Comprehensive School-Age Health, and The State Strategies Taskforce.



*"Thank you for your efforts and dedication to this important mission and making a difference for the better for our country."*

– State Partner, Atlanta, Georgia

SIECUS provided **over 200 state and local partners** with resources, technical assistance, and advocacy guidance related to advancing sexuality education policy in their communities.

For example, SIECUS advised the New York State Make the CASE (Comprehensive Age-Appropriate Sex Education) Coalition in its sexual health education strategy in the state legislature. These efforts led to the state mandating a K-12 comprehensive sexual health education initiative for each of the 733 school districts—estimating a reach of over **2.6 million students.**

## Publications and Resources

Shared **30 policy updates or alerts** on key federal, state, or local sexuality education and sexual health activities to more than 5,000 advocates, educators, parents, young people, and other key partners, continuing in our role as a leader in the field by informing stakeholders of up-to-date information about policies and practices that impact their work advancing sexuality education.

Disseminated two **SIECUS State Profiles: A Portrait of Sexuality Education, Fiscal Year 2016 and Fiscal Year 2017 editions**, to over 5,000 stakeholders, providing in-depth summaries of sexuality education policy, standards, curricula, and sexual health data for each state and select U.S. territories. For the first time, the 2017 State Profiles included data from the Centers for Disease Control and Prevention (CDC)'s *School Health Profiles*. This data measures school health policies and practices, highlighting specific health topics taught in schools across the country. Within this report, the CDC identifies 16 sexual education topics that are "critical" to a young person's sexual health. The 2017 profiles also expanded the demographic information used—further breaking down data by race and sexual orientation (where possible)—and offered a more detailed table to describe each state's specific sexuality education mandates.



Published the **2017 Sex Ed State Legislative Year-End Report** (December 2017), a one-of-a-kind publication that details all state-level legislative efforts that took place in 2017 to either advance or restrict sexuality education instruction.



As part of the November 2017 campaign, SIECUS produced the **#TeachThem Toolkit**. The toolkit includes resources for individuals to advocate for comprehensive sexuality education in their communities, including: talking points to share with local policymakers,

Future of Sex Education Initiative (FoSE) resources for parent and school leadership engagement, and our 6-Step Guide to Calling Congress with an accompanying script urging support for the Real Education for Healthy Youth Act (REHYA), and sample social media content.

## Conferences and Coalitions

In partnership with three national organizations, Advocates for Youth, Answer, and Planned Parenthood Federation of America, **SIECUS gathered over 140 educators and advocates from over 35 states for the 11th Annual State Sex Ed Summit** (November 2017). This three-day conference provided training to advance sex education policies and practices at both state and local levels and, this year, added an emphasis on advancing racial justice with related workshops and presentations throughout the conference.

**Beyond State Summit, SIECUS presented at and/or created content for:** The National Sexual Health Conference, Youth Tech Health Live, AIDSWatch 2017, United States Conference on AIDS 2017, Black Health Matters Conference (Harvard University), Transgender Lobby Day, Family and Youth Services Bureau's Adolescent Pregnancy Prevention Grantee Conference, and Creating Change Conference 2017.

**SIECUS also continued its work as part of multiple national coalition groups**, including: FoSE, the Sex Ed Coalition, the National Coalition for Sexual Health, Small Lobby, the Federal AIDS Policy Partnership (FAPP), and the Protect Our Care Coalition.



*"To be perfectly honest, I feel like with all we know in the sexual health field we should be farther ahead not constantly trying to catch up. I'm really glad to have SIECUS around to share reports like these."*

– Educator RE: State Profiles 2017

*"I have been a supporter of SIECUS for many years and refer many professionals to use the resource listings from SIECUS and your web page as a reliable and important source for sexual education, research and public policy."*

– State Partner RE: State Partner Email

*"I just wanted to thank you for how you and the team you are on make the world a better place. I won't claim to understand the things you sacrifice, but you are truly wonderful for doing so. Not that a 2-line email is as much as you deserve—but not being able to give enough seems a poor excuse for not giving anything. For what it's worth, thank you!"*

– SIECUS supporter/sex ed advocate



*"This is the first conference I have attended that has gotten the conversation around racial justice right. Fabulous job. Thank you, thank you, thank you."*

– Conference attendee

*"I really enjoyed the sessions at this conference. The energy was magical—truly unlike anything else."*

– Conference attendee

*"Thank you for creating this space. This was my first summit. I appreciate the incredible relevancy of the discussions. Thank you for providing all the networking opportunities; it was invigorating to commune with peers."*

– Conference attendee

## Communications and Thought Leadership

This year, SIECUS continued serving as a thought leader and go-to organization for expertise surrounding sexuality education as well as the sexual and reproductive health and rights field at-large. Appearing in over **530 media outlets in 2017**, **SIECUS reached an audience of over 370,000,000** through traditional media efforts alone. Highlights for media mentions include:

- **‘Not just a series of Genital Acts’: The Woman Who Revolutionized Sex Education** (Broadly – VICE Media, February 2017) – A profile on SIECUS’ founder, Dr. Mary Steichen Calderone.
- **‘Yes Means Yes’: Grappling With Teen Sexual Assault** (Huffington Post, April 2017) “Schools need to offer comprehensive sex education that is medically accurate and age-appropriate, and it should teach young people how to be safe in a relationship and how to communicate about consent.” – Chitra Panjabi, President & CEO.
- **The Best Sex Ed Charities to Give to This Holiday Season** (Bustle, December 2017) SIECUS is Listed as the #2 organization (right behind our partners, Planned Parenthood).

Beyond traditional media efforts, SIECUS also continued to impact conversations surrounding sexuality through a multitude of national digital campaigns. Highlights include:

- **The #DefundAbOnly Week of Action** – In March 2017, SIECUS executed a digital campaign urging national partner organizations and individuals to share messages across social media that urged members of Congress to stop wasting federal funds on abstinence-only programs. The campaign kicked off with a Rewire News Op-Ed by Chitra Panjabi, **Stop Missing the Point: Sex Ed is a Human Right**, and reached nearly 500,000 people on social media alone.
- **#WhySexEd** – In October 2017, SIECUS participated in a FoSE-led campaign to increase parental engagement in sex ed across the country. Reaching over 500,000 progressive parents online, the #WhySexEd campaign shared the *Why Sex Ed? A Parent’s Guide to Understanding Sex Education in Your School* 2017 Toolkit, created a website ([www.whysexed.org](http://www.whysexed.org)), and recruited 16 parent influencers to create #WhySexEd videos that were viewed nearly 75,000 times.
- **#TeachThem** – In November 2017, as a response to the #MeToo Movement, SIECUS created the #TeachThem campaign in partnership with Tarana Burke, founder of the Me Too Movement and TIME Person of the Year. The campaign added action on top of awareness—encouraging individuals to advocate for comprehensive sexuality education that includes instruction on sexual assault, harassment, and consent. **The campaign reached over 5 million people in its first week.** The #TeachThem toolkit and related content continue to be shared and recognized in national media outlets today.

((Ⓢ))

*“When it comes to teaching our young people about sexual violence, we are failing. We need to start earlier to proactively discuss the entire spectrum of violence and help shift the culture so we are preventing another generation of children from having to say, ‘me too.’ We have an incredible opportunity to do that with comprehensive sexuality education. Let’s not waste it.”*

– Tarana Burke, Me Too founder and TIME Person of the Year quoted in SIECUS’ 11/09/17 press release.



# Thank You to Our Supporters

It is impossible to ignore the pulse of the nation: people are talking about sex, sexuality, and sexual violence now like never before. With this in mind, it is critical that people receive the most accurate, comprehensive information and education available.

Sadly, 2017 marks another year in which **zero** federal dollars have been dedicated to comprehensive sexuality education and the 35th year in a row that federal funds have been wasted on abstinence-only-until-marriage programs.

To that, we say: **enough is enough**. We can no longer deny young people's right to receive accurate, comprehensive information about sexuality. Not only do young people need to learn about topics like STIs, contraception, and pregnancy, but it is also critical for them to understand communication, healthy relationships, boundaries, **and the basic fact that all people have the right to be treated with dignity and respect, period**.

**To effect real change, we rely on our donors and funders.** Your support allows us to continue our vital work advocating for improving and expanding sexuality education across the nation. Because of your generosity, we have been able to push policies, launch campaigns, influence policymakers, publish resources, and build relationships with partners.

2017 has not been an easy year. But, it has been an empowering one. Thanks to you, we have been able to make incredible strides in advancing sexuality education across this country—despite the adversity of our current political climate.

**And we need you in our corner as we move forward into the next year, the next decade, and beyond.** We're working toward a world where everyone is treated with dignity and respect in regard to their sexuality. It's a lofty goal, but an achievable one. Join us as we continue advocating for the sexual health and rights of all people—because we aren't slowing down anytime soon.



## SIECUS Staff

Chitra Panjabi, *President & CEO*  
Jennifer Driver, *State Policy Director*  
Zach Eisenstein, *Communications Manager*  
Madeleine Lowe, *Policy Analyst*  
Gail Cowan, *Development Consultant*  
Donna Muñoz, *Financial Consultant*

*Thank you to the following SIECUS staff who stepped down in 2017 after a combined 11 years of service:*

Jessica Boyer, *Vice President*  
Taissa Morimoto, *Policy Fellow*  
Kristina Romines, *State Policy & Outreach Coordinator*  
Tony Zisa, *Financial Consultant*

## SIECUS 2017 Board of Directors

Stephen Russell, *Chair*  
Keely Monroe, *Vice Chair*  
Barbara Libove, *Treasurer*  
Debbie Bazarsky  
Dana Beckton  
Ralph Chartier

Larry D'Angelo  
Sofia Jawed-Wessel  
Shelagh Johnson  
Kristine Kippins  
Thao Nguyen

*Thank you to the following Board members, who stepped down in 2017 after a combined 24 years of service:*

Vignetta Charles  
Karin Coyle  
Nadia Dowshen

Don Flowers, Jr.  
Linda Hawkins  
Justin Sitron



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