

WHEN YOU'RE LOOKING AT INITIATIVES FOR WOMEN AND GIRLS, IT'S EASY TO WONDER:

WHAT ABOUT MEN & BOYS?



DEEP-ROOTED TRADITIONAL PATRIARCHAL STEREOTYPES OF MEN'S ROLES AND RESPONSIBILITIES STILL PERSIST IN MANY COUNTRIES.



HOWEVER, MEN AND BOYS CAN BE **ALLIES** FOR RIGHTS, RESOURCES, AND ACCESS FOR WOMEN AND GIRLS.

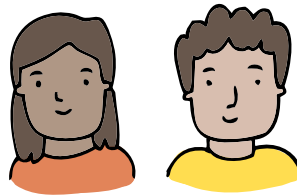
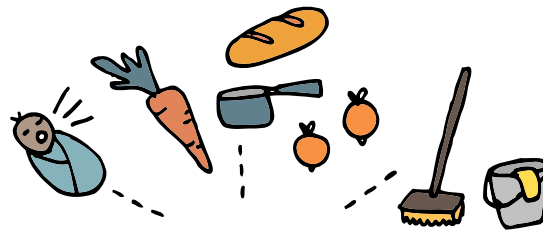
WOMEN MAKE UP MORE THAN HALF OF THE POPULATION, BUT IN MANY PLACES **DO NOT HAVE EQUAL RIGHTS.**

POVERTY IS DIRECTLY CONNECTED TO **GENDER-INEQUALITY**

PROGRESS CANNOT BE REALIZED IF THE MAJORITY OF THE POPULATION IS AT A **DISADVANTAGE.**

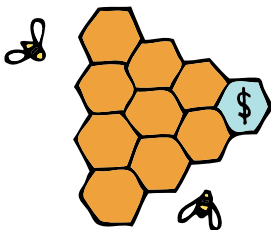
WHAT FUNDERS NEED TO KNOW

ENGAGING MEN AND BOYS IN PROGRAMS TO **CHANGE SOCIAL NORMS** CAN HELP BREAK DOWN SYSTEMS OF DISCRIMINATION.



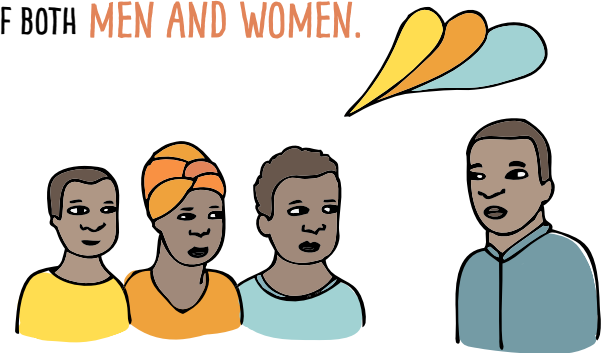
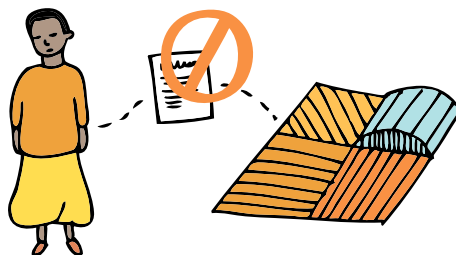
FAMILY AND COMMUNITY PROBLEMS REQUIRE SOLUTIONS DRIVEN BY ACTIVE INVOLVEMENT OF BOTH **MEN AND WOMEN.**

EXAMPLE: WORKING TOGETHER ON LAND RIGHTS



A GROUP OF WOMEN WANTED TO SELL HONEY AT A LOCAL MARKET TO GENERATE INCOME.

TRADITIONALLY, WOMEN COULDN'T OWN LAND, SO THEY COULDN'T BUILD THE BEEHIVES.



AFTER SHARING THIS CHALLENGE WITH A MALE COMMUNITY MEMBER, HE BECAME THEIR ALLY. WITH HIS SUPPORT, THE WOMEN PURCHASED SOME LAND AND BECAME THRIVING ECONOMIC ACTORS IN THE COMMUNITY.

SUCCESSFULLY ENGAGING COMMUNITIES TO CREATE A BETTER, MORE EQUITABLE WORLD REQUIRES CONSCIOUS EFFORTS TO INCLUDE MEN AND BOYS.