2015 Annual Report
Mission Statement

**World Vasectomy Day** (WVD) is a global multi-platform, multi-media communications project to help build national and local vasectomy programs, raise awareness about male responsibility for family planning and inspire men to participate in family planning choices. WVD celebrates vasectomy providers, the organizations who support family planning and the courageous, conscientious men who rise up to do right by themselves, their families and our future.

Founded and directed by Jonathan Stack, two-time Academy Award-nominated and multi Emmy Award-winning documentary filmmaker, Gabriel Films is responsible for creating the content that defines WVD. Mixing traditional filmmaking with the currency of social media tools, the goal of WVD is to launch a movement, in addition to educating, informing and entertaining the public. WVD builds awareness through communication and community through collective effort by creating strategic alliances with governments, organizations and individuals to enable maximum impact. Success is not only determined by the numbers of vasectomies accomplished, but by the quality of the conversations we help initiate.

We refuse to accept the assumption that investing in family planning services for men, ‘is not a good return on investment’. On the contrary, we believe that when presented with accurate and compelling information, a base line percentage of men, regardless of race, religion or nationality, will share responsibility for family planning. For some, this means making a collective family planning choice with their wife. For others, by voluntarily choosing to get a vasectomy. Ultimately, unless we can figure out how to get men to participate in the most important conversation of our lives, the ambitious goals set by FP2020 cannot be met.

We are already the largest male oriented family planning event in history and yet, we are just beginning.
Our primary objectives:

1. Harness the power of storytelling to build a community of participants committed to creating a better world.
2. Utilize social media by launching a grassroots global campaign via webisodes, Facebook, Twitter, documentary webisodes, writing, strategic partnerships and word of mouth marketing.
3. Increase access to high quality affordable vasectomies worldwide.
4. Support women who traditionally carry sole responsibility for family planning.
5. Inspire men, including those for whom a vasectomy is not the right option, to participate in family planning initiatives, including providing financial support where possible.
6. Improve awareness of vasectomy as a secure and safe family planning option for men whose families are complete.
7. Establish World Vasectomy Day as an official United Nations (UN) observed day.
8. Work with our media advisory board to challenge the stigma associated with vasectomy.
9. Produce a 24-hour vasectomy-athon with live vasectomies on five continents alongside interviews and conversations with many of world leaders in family planning.
10. Support a global petition in support of the FP2020 objectives.

World VasectomyDay.org
Current Status

1. It took four years, starting in 2012, to produce WVD 1, 2 and 3, during which time we have been able to:

   . Produce content that has been shared worldwide.
   . Form a network of 700+ doctors in 40+ countries.
   . Establish a ‘shared’ language to promote our campaign.
   . Build alliances with many of the leading family planning groups.
   . Establish WVD as an official national day in India celebrated annually with an allocation of resources to its vasectomy providers across the country’s 32 states.
   . Receive support from the American Urological Association and their 22,000 members in 110 countries.
   . Sign an MOU with Partners in Population and Development, the largest International Organization dedicated to South-South collaboration - a direct outcome of the 1994 Cairo Accords. The 26 member nations represent more than 60% of the world’s population. The board is composed of each country’s Minister of Health and/or Director of Family Planning
   . Build a robust social media presence via Facebook and Twitter.

2. Each year we choose a country to base our headquarters. In 2013 it was Australia. In 2014 it was Orlando, Florida in the US. In 2015, we were based in Gyanmar, Bali.

3. Of the 700 doctors in 40 countries currently signed up to WVD, some are very active, some are moderately active but need more encouragement to increase their involvement and some have not yet engaged, but are open to becoming involved. We’ve formed a vasectomy Google group comprising 300 doctors who regularly share information about vasectomy cases.

WorldVasectomyDay.org
4. Our participating vasectomy providers range from urologists practicing in NYC, Florida and LA, to physicians who are working for Ministries of Health in economically challenged countries.

5. The overall media response has been very positive, although greater success has been achieved in the online space compared to traditional media platforms.

6. Social media presence has been growing with close to 3,000 ‘likes’ online and 4,000 twitter followers.

7. The WVD team includes five part time employees. Together we produce and distribute the content as well as organize the event. Each year we hire a local producing partner.

8. Dr. Doug Stein, the co-founder, has been the primary funder. He spearheads efforts amongst the doctors and working through his organization No Scalpel Vasectomy International (NSVI), trains other physicians in Haiti, the Philippines and Kenya.

9. WVD is now a non-profit organization with 501c3 status. This makes it possible to attract additional donors.

10. Our donors are all individuals, mostly doctors and predominantly men. While still a challenge to engage, we see this demographic as untapped territory when it comes to family planning charitable giving.

11. All the data from our online content and database (currently comprising 8,000 members) is being transferred to a new platform. ESRI connects people with maps, data, and apps through geographic information systems (GIS). It is a location platform accessible to anyone, anywhere, anytime.

12. Year on year, increasing numbers of national family planning organizations have been getting involved in WVD. In 2015, locally produced events took place in Venezuela, Colombia, Mexico, India and the Philippines.

13. The quality of our content, the diversity of our stories and the language we’ve developed has become increasingly universal. This allows us to communicate with a diverse international audience base.

14. We live-stream the event to unite men and providers, experts and activists from around the world.
Challenges:

1. While building ‘demand’ is our specialty, generating adequate funding has proven very challenging.

2. Lack of resources makes it difficult to manage expectations, scale up our event and fulfill our potential.

3. Lack of full time staff makes year round programming unsustainable.

4. We have had great success wherever we work but are never able to fully support all of the ‘doctors’ who would otherwise be willing and even, enthusiastic participants.

Co Founder’s Statement: Jonathan Stack

For the past two decades, I’ve been making films about some of the worst examples of human behavior on the planet. While it is horrible to witness depravity and deprivation, in some ways the most disturbing part is this haunting conundrum; ‘that the most successful and complex species on the planet, responsible for extraordinary acts of goodness, brilliance and beauty, is the same species, and sometimes the same person, that can be so cruel’. It is this human paradox that motivated me to launch World Vasectomy Day and it is what keeps me committed.

The media focuses on the most dramatic examples of evil. My career is marked by celebrating the best in people, even in the worst of circumstances. My intention with WVD is to unite conscientious men in physical expressions of positive energy; aggregating personal acts of generosity and kindness into a collective global movement for social change. Of course, I have heard many times that men don’t like vasectomies, or at the very least, ‘not the men in our country’, my answer is, ‘what one man fears alone, a thousand together never hesitate’.
The strategy to build our movement is simple:

1. Reach out to vasectomy providers.

These are men and women who are already dedicated to the aims of WVD so recruiting them is relatively easy. Indeed, we ask of them nothing more than what they do already in their professional practice, however, the difference in participating in WVD is to do it in service of a higher purpose. Working through the doctors we can begin to promote demand that is able to be satisfied.

2. Film men getting vasectomies.

It’s important that we record and share ‘live’ vasectomies so that people can witness the simplicity of the procedure and the courage of the acceptors.


We ask the first WVD followers, representing the most inspired men and families to become leaders. When enough men have ‘shouted out’ their vasectomy, it becomes more socially comfortable to ‘do the right thing’ than to admit fear by doing nothing. As it turns out, men love making public displays of sacrifice, but most critically, only if they feel that they are not alone in their effort.

Launching a social media enterprise involves substantial commitment and discipline. Finally, after three consecutive years, legitimacy has been achieved and name recognition in the family planning world established.

The next step is to secure strategic partnerships.
WORLD VASECTOMY DAY SEeks PARTNERS:

1: Who can provide high quality vasectomy services to meet growing demand throughout the world.

2: Who can provide financial support and/or work with us to secure resources from traditional family planning funding sources.

3: Who have the capacity to scale up media outreach and education-entertainment programs.

4: Who have access to technical expertise to produce the WVD event.

World VasectomyDay.org
OUR PLAN FOR 2016

The Host Country

1. Choose a country in which we are able to secure ‘buy in’ at the highest government level.

2. Find at least one passionate and highly motivated vasectomy provider in the country who champions the cause.

3. Begin work in the host country 6 -8 months leading up to the event to develop an integrated approach that includes media training, medical training (if needed), local production team training, technical staff, marketing tools and a methodology to measure impact.

4. Design an integrated multi-platform marketing strategy that builds towards WVD (this year the date is Friday, November 18).

5. Eventually, our goal is to produce a dramatic mini-series that leads up to WVD as well as a sophisticated social media plan that includes the support and participation of a national telco.

6. Establish a network of committed bloggers, social media mavericks and activists who promote our campaign.

7. Produce local content (primarily with locally hired and trained filmmakers) to build awareness and demand. This would range from short form documentaries released on line to telenovela mini series broadcast on t.v.

8. Capacity to stream the event worldwide with live vasectomies, vasectomy training and exchange of knowledge and experience in front of a live audience.

9. Leave behind a functioning and sustainable vasectomy/men’s reproductive health awareness program.

World VasectomyDay.org
Developing a Global Movement

1. Increase the number of participating doctors and Ministers of Health who officially support WVD.

2. Increase participation from 40 to 45 countries requiring at least one “WVD doctor” in each country performing at least one vasectomy.

3. Promote activities in India, Bangladesh, Philippines, Mexico, Colombia, Spain, UK, Ireland, Indonesia, New Zealand and Australia.

4. Produce a training package for doctors including a counseling animation in multiple languages.

5. Support individual doctors and organizations through individualized media packages that can be distributed to local media.

6. Build a media advisory board with representatives in each participating country. There is a symbiotic relationship between doctors who benefit from educating the public about their work and the media that needs compelling stories.

7. Continue to work with our medical advisory board to discuss/address/share knowledge and work towards excellence of service and quality of procedure.

8. Increase social media outreach, by deepening relationships with women’s organizations, men’s organizations, environmental groups and family planning groups while remaining firmly committed to respecting cultural, linguistic and spiritual diversity.

9. Establish an official relationship with Partners in Population and Development, PPD, to secure government support where we work. Ultimately, we would like to work with them to have WVD declared an official UN observed event.

10. While WVD will celebrate a 24-hour global vasectomy-athon, the campaign to promote men’s role in family planning should last at least two weeks and maybe an entire month. That was something several government officials requested as it better justifies expenditure of resources.

11. Develop tools for evaluating impact, both in messaging and ‘results’.
CONTENT CREATION

For co-founder Jonathan Stack, the story doesn’t end when the curtain rises. For him, the end of the movie is just the beginning of a third act that empowers the audience, the subjects of his films and the communities from which they come to participate in the transformation of their lives.

Over the past 20 years, Jonathan has overseen and developed educational media programs that combine filmmaking and advocacy:

1. Delivering production workshops in social media at the Cine Institute in Haiti.
2. Establishing a media cooperative that trains and hires Liberian filmmakers.
3. Establishing a prisoner-run production company and television network at Angola prison, Louisiana.

In each instance, Jonathan is committed to using ‘media assets' that build audience and energize goal-oriented campaigns. In addition to producing over 25 feature documentaries for most of the major networks across the planet and producing over 100 short films for clients such as the UN, UNDP, the World Bank and others, he has begun production on Haiti’s first ever social issue telenovela.

His skills, both as filmmaker and producer, teacher and trainer, are a significant part of what makes WVD successful. Moving forward, content production for WVD will include:

1. Animated short films that are easily translated into any language. For example: What is WVD?
2. Documentary webisodes.
   a. This would include films about men who are considering getting a vasectomy, or
   b. Portraits of champions who have already gotten theirs. For example: WVD 2015!
3. Apps
   Working on fun Apps to reach young audiences.
4. Website
   http://www.worldvasectomy.org
5. Long Form Content
   To reach a broad audience we suggest a 10 episode mini-series/telenovela. The series would conclude on the eve of WVD to create maximum interest and attention.
TEN REASONS TO SUPPORT WVD

Dr. Doug Stein believes that every movement requires a document that sets forth the organizing principles to which the participants can adhere. Over the past few years producing WVD, we’ve developed our ‘Ten Reasons’ to establish the ethos of our community and the breadth of our mission.

1. I support World Vasectomy Day because for men whose families are complete, it is the most dependable option available.

2. I support World Vasectomy Day because it is right and honorable that men share responsibility for family planning.

3. I support World Vasectomy Day because a vasectomy is far less invasive than tubal ligation and less potentially damaging than synthetically regulating hormones.

4. I support World Vasectomy Day, not to deny the joy of parenthood, but to increase the quality of life for those who are already alive.

5. I support World Vasectomy Day for the sake of our children’s future.

6. I support World Vasectomy Day because eliminating the fear of unintended pregnancy can improve our sex life.

7. I support World Vasectomy Day because the quality of human life depends on respect for and protection of all life.

8. I support World Vasectomy Day to inspire participation in one of the most important conversations of our lives.

9. I support World Vasectomy Day to help train vasectomy providers worldwide.

10. I support World Vasectomy Day because regardless of gender or nationality, color or creed, we only have this one magnificent planet to share.

Why do you support WVD and how can we support you?
Being Sensitive about a Sensitive Issue

Early on we realized that having an honest and transparent conversation with men was critical to building a vibrant and healthy community. As an example of how we communicate with our community, the following letter appears on our website.

Dear Men,

We have written up Ten Reasons to support World Vasectomy Day and each one represents an important piece of a puzzle we’ve been constructing to transform our event into a global phenomenon.

I personally believe in each ‘reason’ or else I wouldn’t have included them, but I also want to make sure that everyone and anyone who decides to get his vasectomy, either during WVD or any point in the future, does so because it is the right choice for you.

For one, as much as making a difference in the world should matter, getting a vasectomy is something you should choose, only if it’s right for you. There are some who might get swept up in the excitement of making history. I salute that passion, but we want to emphasize the importance of taking time to consider whether no longer having children is exactly what you want now and, for all intents and purposes, forever. Even if it’s your choice and ultimate decision, talking it through with trusted friends, men who have gotten a vasectomy, your partner and your family is both the right thing, and the smart thing to do.

Secondly, although there is the option of getting a reversal, let me be very clear; a reversal is more expensive than a vasectomy, it’s a much more complex procedure and most importantly, it’s not guaranteed to succeed. In other words, don’t get a vasectomy as a temporary form of birth control. It’s not.

Thirdly, we know that we live in a world where 18 is considered old enough to kill or die for our country and that as such, it’s valid to ask, why shouldn’t a man at that same age have the right to choose not to have children? The truth is, there are people who might actually know at age 21 they don’t want children and somehow are certain that they’ll never change their minds. We choose not to judge the reasons why, but we do recommend, in cases where it is feasible, that you freeze sperm if you’re young and childless!

Fourth, while getting a vasectomy may be exactly what a young person is certain he wants, it might not be what a physician feels comfortable doing. This decision is not necessarily a moral judgment by that physician, but just a reflection on what he or she believes is in the best interest of that patient. Again, we’re not questioning any choice a doctor makes about who should or shouldn’t be allowed to get a vasectomy. That’s something each vasectomist must decide on his or her own.
Fifth, and very important, although the vast majority of men who get their vasectomies are satisfied with the procedure and most of their female partners are grateful to no longer have to worry about taking ultimate responsibility for family planning, there is a small percentage of men who regret having their vasectomy. This may be due to changes in their lives, their family, their sexual experiences, or complications, including long-term pain.

Serious complications occur in less than 2% of cases, but if you suffer from pain, your pain is not a statistical anomaly, but a very serious issue. We share this information because it’s critical each patient is fully informed about the procedure and the full range of consequences. Furthermore, we believe that continued research is needed in this area and we fully support any and all efforts to do so.

Sixth, here’s another reality check, if you or your partner is non monogamous, you still should wear a condom. Sadly, a vasectomy does not protect you from sexually transmitted diseases.

Seventh, and for many, most important, getting a vasectomy does not have an inverse effect on your capacity to give or get pleasure. In fact, eliminating fear of pregnancy might even improve your sex life! Yes, there are people who say ‘it’s not virile to be sterilized’. Frankly, it’s way less manly to have a child against your will or worse, to not have the resources to take care of your children in a way that reflects what you value.

In summary, vasectomies may not be right for every one, but for those who are certain they don’t want more children and are equally certain they’re going to be sexually active with women who are still fertile, it’s the most secure option available.

Remember, vasectomy is all about male choice so make the choice that’s right for you.

Jonathan Stack

World VasectomyDay.org
MEDIA COVERAGE REPORT

Print and online articles
Quantity: 83
Total readership: Up to 200 million

Total broadcast segments, TV/Radio
Quantity: 14
Audience: +7.5 million

Live streamed broadcast on World Vasectomy Day
Audience: 5,600
We have reached audiences in all participating countries and beyond!
World Vasectomy Day 2016
Friday, November 18

Budget to produce global event starts at $300,000. Phase one is $75,000.

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<tr>
<th>Amount</th>
<th>Deliverables</th>
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<tr>
<td>$75,000.00</td>
<td>Write Plan for 2016 including, budget, schedule, proposal</td>
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<td></td>
<td>Research Trip to a to be determined host country</td>
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<td>Filmed research (also used as campaign ‘content’)</td>
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<td></td>
<td>Produce two-three minute videos to promote 2016</td>
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<tr>
<td></td>
<td>Produce animation counseling video (in 5 languages)</td>
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<td>Launch first phase of social media campaign</td>
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Variation in cost is contingent upon on quantity and quality of ‘media’ we produce.