



Annual Report 2020

Introduction

White Ribbon UK is the leading Charity that engages with men and boys, campaigning and educating to change the cultures that lead to abuse and violence against women. We ask everyone, men in particular, to wear a White Ribbon, and make the White Ribbon Promise to never commit, excuse or remain silent about violence against women.

The Coronavirus pandemic in 2020 caused White Ribbon UK as an organisation many challenges, including a drop in fundraising and other income, staff having to work from home and much of our work impossible to do in the normal way. At the same time our supporters, accredited organisations, ambassadors and champions were also dealing with the impact of the pandemic.

The significant increase in violence against women shown during the coronavirus pandemic meant that the work of White Ribbon UK was even more necessary. Whilst supporting calls for additional funding and resources to be provided for frontline services we were also pushing the message #NoExcuseForAbuse and working to highlight that such violence was due to men's behaviour.

Despite the challenges we were able to maintain our focus and continue to advocate that it is men's behaviour that needs to change. Our work is only possible through the efforts of many thousands of supporters, White Ribbon Ambassadors and Champions and our accredited organisations. We are immensely grateful for the support we received from so many people and organisations, despite the difficulties they themselves were facing.

Peter Lassey – Chair of Trustees

Anthea Sully – Chief Executive

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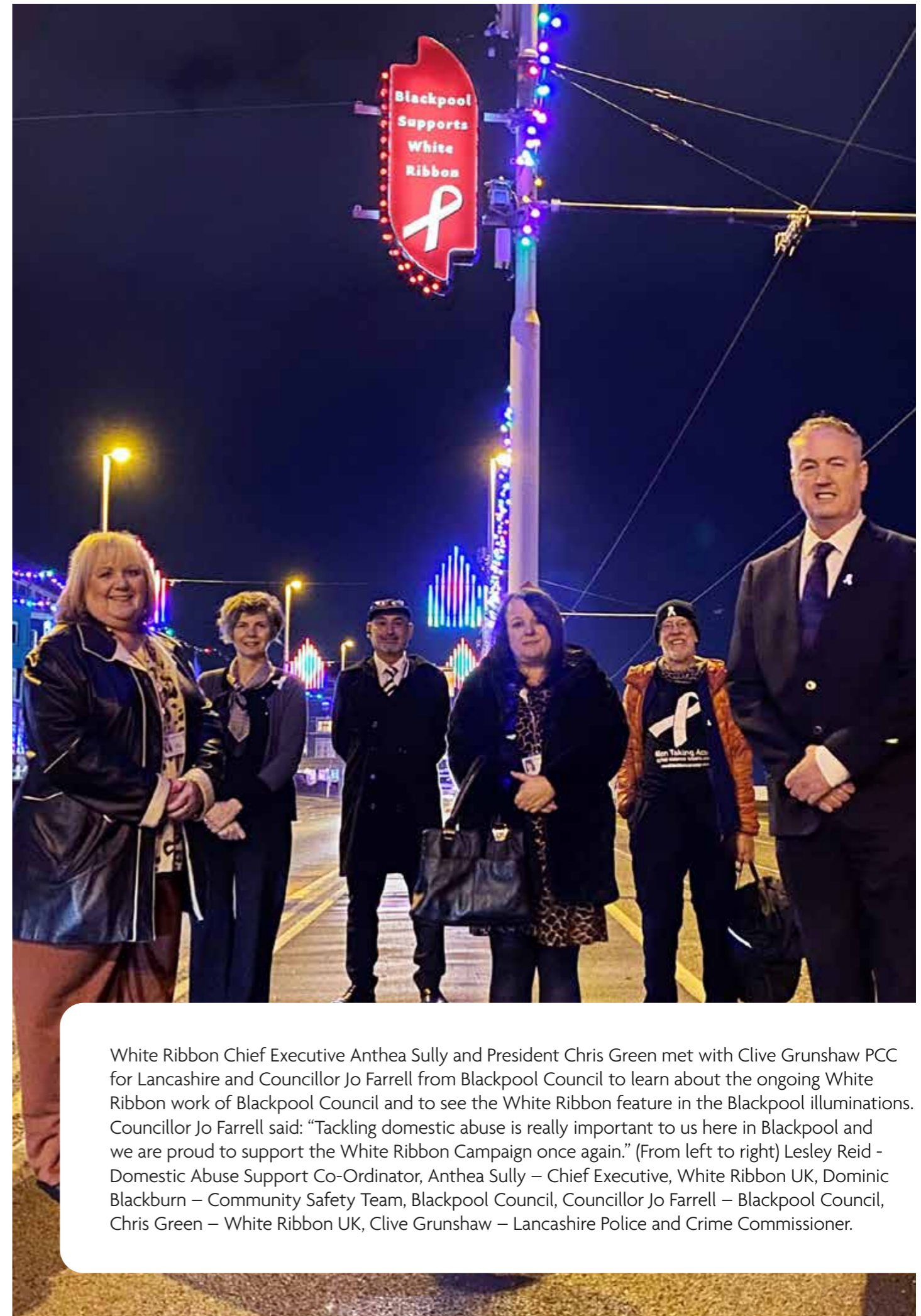
1399 White Ribbon Ambassadors

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1162 White Ribbon Champions

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White Ribbon Chief Executive Anthea Sully and President Chris Green met with Clive Grunshaw PCC for Lancashire and Councillor Jo Farrell from Blackpool Council to learn about the ongoing White Ribbon work of Blackpool Council and to see the White Ribbon feature in the Blackpool illuminations. Councillor Jo Farrell said: “Tackling domestic abuse is really important to us here in Blackpool and we are proud to support the White Ribbon Campaign once again.” (From left to right) Lesley Reid - Domestic Abuse Support Co-Ordinator, Anthea Sully – Chief Executive, White Ribbon UK, Dominic Blackburn – Community Safety Team, Blackpool Council, Councillor Jo Farrell – Blackpool Council, Chris Green – White Ribbon UK, Clive Grunshaw – Lancashire Police and Crime Commissioner.



10 highlights of 2020

1 Nearly 187,000 people worked for a White Ribbon accredited organisation in 2020.

2 1388 people made the White Ribbon Promise online to never commit, excuse or remain silent about violence against women.

3 We welcomed 115 new male White Ribbon Ambassadors.

4 126 women became White Ribbon Champions in 2020.

5 White Ribbon speakers made 35 appearances at events and in the media.

6 We published an open letter with 30 signatures including politicians and senior leaders highlighting the need to address men's behaviour in response to the increase in violence against women during lockdown.

7 The new criteria for White Ribbon accreditation, of 'reviewing policy to a presumption against SEVs', enables local authorities to begin to phase out licensing SEVs.

8 We begin a new partnership with the None In Three Research Centre.

9 Dr Stephen Burrell and Shanaz Yousaf joined the White Ribbon board of trustees.

10 White Ribbon CEO, Anthea Sully and president, Chris Green are able to meet, between lockdowns, with representatives of Blackpool Council and see the White Ribbon installation at Blackpool Illuminations.



White Ribbon Day will be marked on Wednesday November 25, to raise people's awareness of domestic abuse and help reassure victims that help is available.

White Ribbon Accreditation & Supporters

The role of White Ribbon accredited organisations is significant in engaging with men and boys, changing cultures and raising awareness.

The White Ribbon Accreditation programme was revised during 2019 and this was to be consolidated and built upon during 2020.

The pandemic directly affected many organisations but there remained a steady stream of enquiries and organisations entering into the process.

Many organisations found ways to adapt to the changed circumstances of lockdowns to continue to promote the White Ribbon Message.

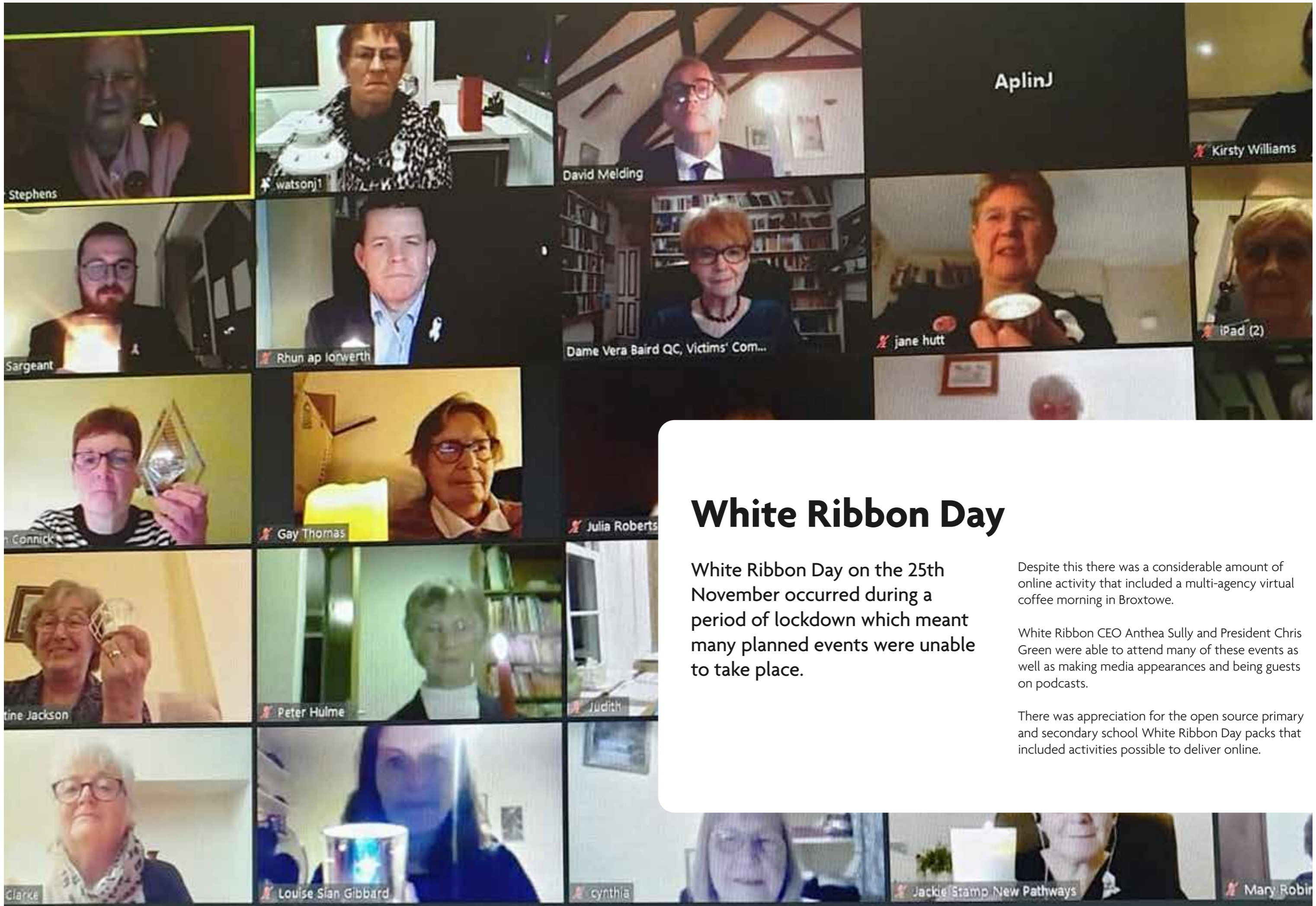
White Ribbon Supporter Organisations

A new way to be involved for organisations and businesses with less than 250 employees was the introduction of the White Ribbon Supporter scheme. Organisations agree to take 7 actions that will raise awareness and show that they are working to end violence

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39366 people have made the White Ribbon Promise to never commit excuse or remain silent about male violence against women.

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White Ribbon Day

White Ribbon Day on the 25th November occurred during a period of lockdown which meant many planned events were unable to take place.

Despite this there was a considerable amount of online activity that included a multi-agency virtual coffee morning in Broxtowe.

White Ribbon CEO Anthea Sully and President Chris Green were able to attend many of these events as well as making media appearances and being guests on podcasts.

There was appreciation for the open source primary and secondary school White Ribbon Day packs that included activities possible to deliver online.

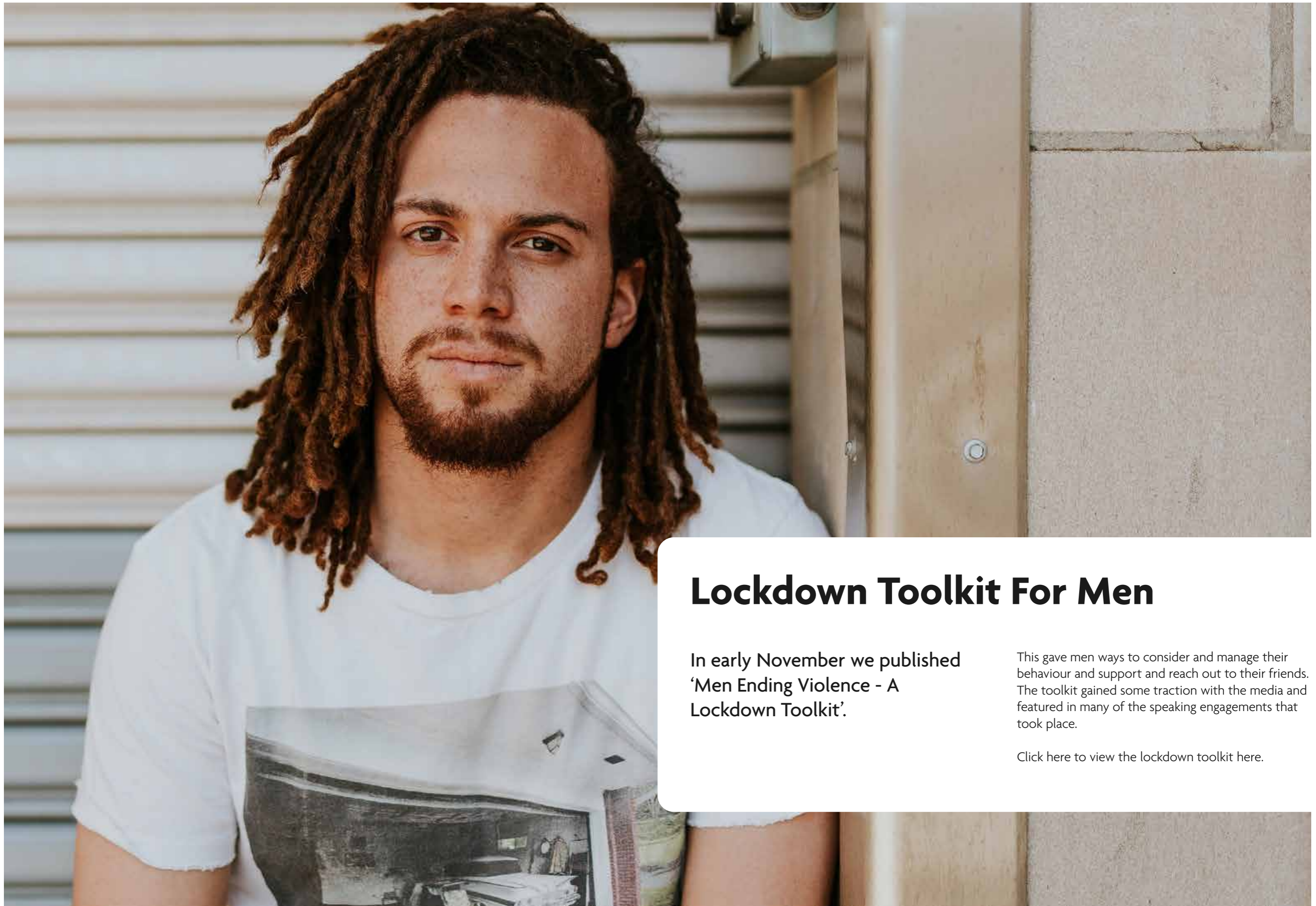


Expert Webinars

The White Ribbon Conference, due to take place in June, had to be cancelled. Instead three expert webinars were held in November.

Dr Michael Flood, an associate professor at the Queensland University of Technology School of Justice led 'Engaging men in preventing violence against women'.

'Young men and Covid-19: Preventing gendered violence and shifting masculine norms in a time of crisis', was presented by Dr Stephen Burrell. 'Us Too - Women with Learning Disabilities : a peer-led approach to domestic abuse' was delivered in conjunction with the Association for Real Change.

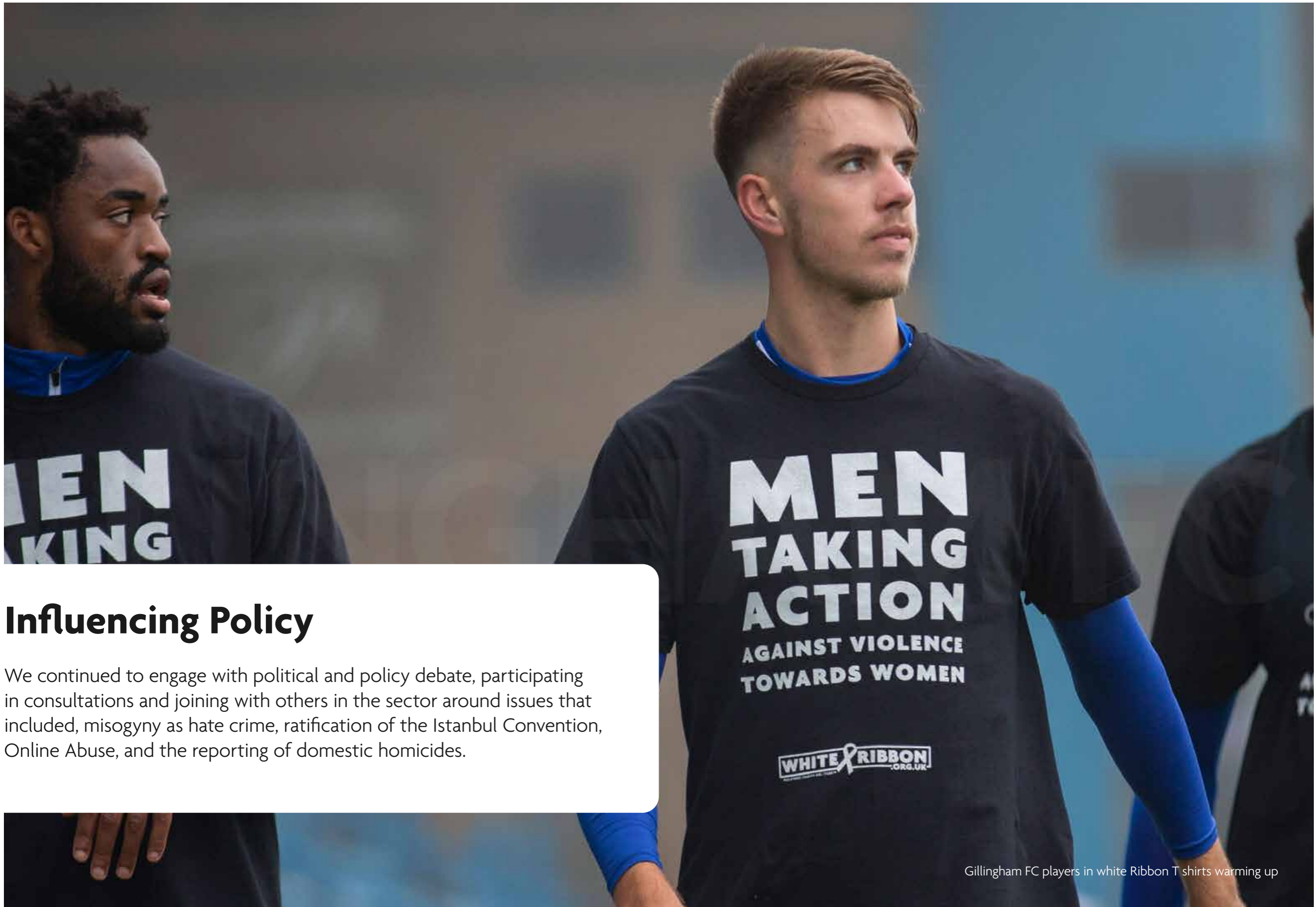


Lockdown Toolkit For Men

In early November we published 'Men Ending Violence - A Lockdown Toolkit'.

This gave men ways to consider and manage their behaviour and support and reach out to their friends. The toolkit gained some traction with the media and featured in many of the speaking engagements that took place.

[Click here to view the lockdown toolkit here.](#)



Influencing Policy

We continued to engage with political and policy debate, participating in consultations and joining with others in the sector around issues that included, misogyny as hate crime, ratification of the Istanbul Convention, Online Abuse, and the reporting of domestic homicides.

Gillingham FC players in white Ribbon T shirts warming up

Thank You

2020 was a year that saw a terrible increase in mens violence against women. Our message that men must be part of the solution in ending this violence, by thinking of their own behaviour and looking to positively influence those around them, was even more important.

Our work to prevent violence before it starts is only possibly because of our many supporters. fundraisers, White Ribbon Ambassadors,

White Ribbon Champions, White Ribbon Accredited and Supporter Organisations.

Thank you for everyone who supported us in such a challenging year.





Click here to download Lockdown Toolkit

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White Ribbon UK is the working name of White Ribbon Campaign Ltd,
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