



Movement Building through the Engagement of Men and Boys Request for Proposals

About Demand Abolition

Demand Abolition believes it's an inherent human right that no person should be bought. Yet human trafficking and prostitution flourish—degrading those being bought, as well as buyers. Individuals who purchase human beings for sex (so called “johns”) fuel the market that traffickers and pimps supply with victims. Recognizing that lasting social change is established through sustained efforts, Demand Abolition is committed to a multi-year, multi-stakeholder approach to reduce the demand for the purchase of illegal commercial sex in the US by 50 percent by 2022. Since 2008, we've been working closely with a strong network of survivors, criminal justice professionals, practitioners, academics, philanthropists, corporate leaders, and policymakers, ensuring the implementation of demand-reduction interventions that are scalable, cost efficient, sustainable, and evidence-based.

We work toward these goals through:

1. **CEASE Network:** Creating evidence-based, replicable models of combatting the demand for illegal commercial sex through a pilot-based project to reduce demand in 11 US cities by 20 percent in two years;
2. **Policy change:** Convincing criminal justice professionals and policymakers of the strategic importance of prioritizing a demand approach; integrating demand reduction, prevention, and intervention into all relevant policies and programs at the local, state, and national levels, specifically within the criminal justice system;
3. **Research:** Driving the development and dissemination of a compelling, data-driven case for eliminating demand and informing the design of effective demand-reduction interventions; and
4. **Movement building:** Spearheading a national movement to implement or support a range of demand-reduction initiatives and amplify the abolitionist message.

What Role do Men Play in Ending Sexual Exploitation?

Prostitution exists because some men feel entitled to buy another person's body for sex. Recognizing and deconstructing male entitlement is a key component to reducing all gender-based violence from sexual harassment, to domestic violence, to sexual assault and commercial sexual exploitation.

[According to research](#), roughly 15 percent of US adult males have admitted to paying for sex in their lifetime: that's 15 million men. These buyers fuel the exploitive system of prostitution, harming tens of thousands of children and vulnerable adults in the process. Based on available data, we estimate around



75 percent of all sex-buyers do so less than three times a year. 20 percent buy approximately 15 times per year, and a mere 5 percent account for nearly 50 percent of all commercial sex transactions, purchasing an average of 75 times per year. The sex-buying experience ranges from unchallenged cultural rituals such as bachelor parties, to the deeply entrenched behavior of self-proclaimed sex-buying “hobbyists” who gather together in online communities like [USA Sex Guide](#) or the [Erotic Review](#) to normalize and reinforce their damaging behavior.

Targeting the demand for prostitution is an effective strategy to combating this damaging industry – no buyer, no business. But to be truly successful we need to both reduce demand and reshape societal attitudes, creating a norm that doesn’t tolerate the buying and exploitation of human beings for sex. Engaged men who are dedicated to gender equality will be key players in making this goal a reality.

Just as they have joined efforts to reduce domestic violence and rape, enlightened men are crucial in turning the tide against commercial sexual exploitation. They can serve as role models and influencers with the power to effect real change in the behavior of their peers and younger generations. If the 85 percent of men who refuse to buy sex stand together and put social pressure on those who do, it could end the illegal sex industry outright.

Request for Proposals Guidance:

Our goal is to fund innovative interventions that will allow men to use their power as influencers to **stop** buyers from purchasing, **deter** potential buyers from purchasing, and **evolve** cultural attitudes about sex-buying. This request builds upon the ideas generated by participants in a workshop held at the ***Beyond Boys Will Be Boys*** convening in March, hosted by Demand Abolition and The Center for the Study of Men and Masculinities at Stony Brook University.

Suggested Intervention Strategy Focus Areas:

- Prevent first time purchase of sex by males ages 19 to 23 years old
- Reach and disrupt sex-buying among high frequency buyers
- Engage male allies (e.g. non-buyers) to disrupt sex-buying among their peers
- Disrupt online communities where sex-buying is normalized
- Provide opportunities for voluntary behavior change among active sex buyers

Note: *We are open to proposals that fall outside these focus areas but request that you reach out directly to Demand Abolition prior to submitting such a proposal.*

Evaluation Criteria:

- Presents an opportunity to generate a “proof of concept” for an untested intervention for reducing demand
- Requires minimal resources to implement
- Can be activated in the field within three to six months



- Offers compelling potential scale of impact (e.g. number of buyers or potential buyers disrupted)
- Can be easily replicated once proof of concept is established

Proposal Requirements:

This project is not restricted to any one discipline, nor is it tailored to any particular approach. But, to be eligible, all submitting organizations and proposals must meet the following requirements:

- The organization participated in ***Beyond Boys Will Be Boys*** convening, is a member of the CEASE Network, or received direct invitation by The Center for the Study of Men and Masculinities at Stony Brook University
- The organization has access to the knowledge, resources, and skills necessary to carry out the proposed strategy
- Proposals submitted on behalf of individual researchers or practitioners are connected to an established 501(c)(3) organization that can receive funds on their behalf
- Proposals that are incomplete or request funds in excess of the maximum award will be excluded from the selection process unless they can demonstrate an existing commitment to necessary additional funding
- Receiving individual or organization must agree that awards are made as restricted gifts and will not be subject to indirect costs or overhead charges, which may not be included in the proposed budget
- Proposals must include a plan to engage content experts in the design and implementation of the intervention strategy including survivor leaders and law enforcement where appropriate. Demand Abolition is available to provide a list of recommended individuals to engage for this purpose.

Monetary Awards:

Demand Abolition will offer three awards of up to \$10,000 each for this project, totaling \$30,000 (US) in funding. Demand Abolition reserves the right to fund winning proposals at an amount lower than the amount requested, up to the stated maximum amount.

Timeline:

- RFP Released: July 13, 2015
- RFP Submission: July 31, 2015
- Award Decision Announced: August 14, 2015

Demand Abolition has no obligation to maintain the confidentiality of any submitted proposals. Therefore, proposals should not contain information that is confidential, restricted, or sensitive. However, during the selection process, proposal submissions will be kept confidential amongst



reviewers until the winner is selected. Demand Abolition reserves the right to make the winning proposals publicly available, except those portions containing budgetary or personally identifiable information.

Submission Requirements:

Please submit proposals to [Dhakil Warren@huntalternatives.org](mailto:Dhakil_Warren@huntalternatives.org). For additional information on the Male Allies RFP please reach out to Dhakil Warren directly using the contact information included in the signature line below. When submitting your proposal, please include the following information in the subject line of your email: ***Organization Name_DemandAbolition_MaleAlliesRFP_Month_Date_Year***. Please note, late submissions will not be considered. Submissions which do not follow the “subject line” convention outlined above will be moved to the bottom of the proposal review list.

Best of Luck,

Dhakil

Dhakil Warren
Senior Manager, Social Innovation
Demand Abolition
Email: [Dhakil Warren@HuntAlternatives.org](mailto:Dhakil_Warren@HuntAlternatives.org)
Direct Line: 617-995-1939
Cell: 310-256-0328