

B BLUEPRINT

Enhancing the well-being of men and
communities



BLUEPRINT

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OUR STORY

Blueprint is a university-based non-profit organization that strives to impact society by improving men's well-being and enhancing their contribution to communities. Blueprint conducts leading-edge research about men and their relationship with others, develops programs for men and those who relate to men and convenes important conversations that advance a more aspirational way forward for men and boys.



Men strive together with others for
an equitable, compassionate, and
sustainable world.

**Blueprint is dedicated to enhancing the
well-being of men and communities.**

Our Three Pillars

Research

We strive to understand men's challenges and the systems that shape their experiences and relationships. We use this knowledge to create models and methods that help men contribute more fully to society.

Service

We partner with university and community to develop methods, models and programs to improve the lives of men and women and to help them to become a more generative force for good in their communities.

Influence

We catalyze global conversations, share findings and cross-pollinate ideas that help shape a new aspirational masculinity and influence leaders and systems to accelerate change towards greater empathy, inclusion and sustainability.

Where it all began

30 years ago

Visionary researcher and physician Dr. David Kuhl watched a 25-year-old man suffering from end-stage AIDS call his father for the final time, sharing the news of his illness and imploring him to visit. “After he candidly shared the news, I heard silence emanating from the other end. That young man passed away a few short weeks later. His father never came to visit.”

This transformative experience sparked the idea for Blueprint and began David’s journey to understand why men and fathers behave and engage in the world in the way that they do.

Men play an important role in the health and well-being of families and communities and have a unique opportunity to contribute to the development of functional societies. However, the current and prevailing model of masculinity—how men are taught to show up in the world—impedes our progress for positive cultural change.

By positioning men as hunters, providers and protectors, traits of masculinity such as stoicism, hard-work and self-sacrifice are often essential to

many occupations—but, they also encourage men to hide their emotions, driving emotional isolation, an absence of empathy and immense pain. Men’s trauma and suffering leads to troubling issues that manifest as anger, broken relationships, addiction and violence; ultimately contributing to the suffering of women, children, other men, and the environment.

In 2015, Drs. David Kuhl, Duncan Shields and John Izzo launched Blueprint as a response to this growing public health challenge. They discovered that men share a desire to be true to themselves and in close relationships with others, but often lack the opportunity to have tough conversations about what it means to be a man. We need to find new ways to work together by moving away from blaming and shaming and toward understanding the needs of men.

We help men create a new blueprint for how to be in community and an even greater source of positive social change.

Built around three interconnected pillars, Blueprint has established a comprehensive range of partnerships and programs that empower men from diverse backgrounds and experiences to make positive contributions to their communities and to society.

Blueprint is grateful for the generous support of the Leon Judah Blackmore Foundation and the Mohammad H. Mohseni Charitable Foundation. These gifts are stewarded by Dr. Larry Goldenberg with the assistance and support of the VGH & UBC Hospital Foundation.



“Men long for authenticity and to be in close relationship with their families. They desire meaningful work and the ability to adapt to an ever-changing world.”

—Dr. David Kuhl, co-founder



“We need good men, working hard to build peaceful, safe, and inclusive communities where all can thrive.”

—Dr. Duncan Shields, co-founder



“It is important to help men break barriers and learn to embrace positive traits of masculinity, such as empathy, compassion, and intentionality.”

—Dr. John Izzo, co-founder

Mission

To enhance the well-being of men and communities.

Vision

Men strive together with others for an equitable, compassionate and sustainable world.

Our Values

Blueprint engages with all genders in our work to positively influence men in service of families, communities and the world. Blueprint's values describe our philosophy in embracing diversity, promoting equity, and fostering a culture of inclusion, respect and reciprocity.

Accountability: Living our values by focusing on rigour, evidence and the evaluation of everything we do, to demonstrate its impact.

Authenticity: Relentlessly telling the truth and walking the talk, recognizing that inner work creates outer reality.

Collaboration: Seeking to maximize impact through cooperation and engagement with partners locally, nationally and internationally.

Courage: Having difficult conversations and ensuring a commitment to dialogue, not debate.

Curiosity: Exploring with openness, humility and a commitment to learning.

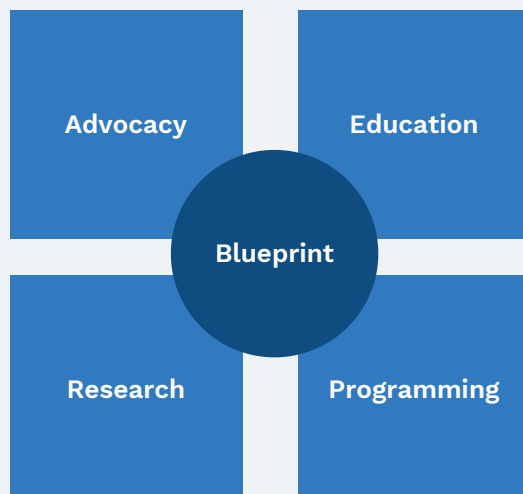
Embracing difference: Putting purpose before ego; valuing diversity, inclusion and dignity.

Stewardship: Tenaciously maintaining a cross-generational orientation for sustainability and legacy.

Trust: Acting with integrity and embracing the hard personal work that is essential to earning the confidence of others.

Our Unique Position and Value

Blueprint functions across the areas of:



Blueprint has demonstrated impact across five defined market gaps:

- 1 We bridge academia, theory and research to practice.
- 2 We move away from blame and shame, and instead adopt a positive approach to understanding the lived experiences of men.
- 3 We apply "never about you without you" design principles to develop evidence-informed programs.
- 4 We test new hypotheses and move away from simplistic solutions.
- 5 We develop, implement, validate and share unique new programs.



Embracing Complexity & Redefining Legacy

Our Model and Approach

Blueprint seeks to understand the breadth of men's beliefs about who they are and who they want to be in the world. We work to challenge aspects of masculinity that no longer serve men, their families or their communities.

We ask, "what does it mean to be a man" and apply a simple model that takes men on a Journey into Integrity®.

Our Programs and Impact

We introduce models, processes and dialogue that educate participants about:

Aspirational masculinity:

appealing to values as the path of change.

Self-awareness, openness, and communication:

talking about emotions and shifting intention from competition to community.

Inclusiveness, empathy, and accountability:

recognizing one's impact on others, holding one another accountable, speaking truth and maintaining a growth mindset.

Examples

Blueprint Sport

Sport as a vehicle for positive change



ATLANTA
FALCONS
ROOKIES



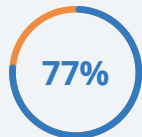
WEST POINT
MILITARY ACADEMY
FOOTBALL



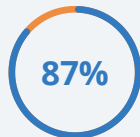
STANFORD
UNIVERSITY
SOCCER



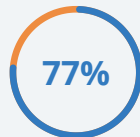
UNIVERSITY OF
OREGON TENNIS &
GOLF



More aware
of the
importance
of sexual
consent



Clearer on
the kind of
man they
want to be



More
committed to
inclusion on
every team



Stronger
effort to be a
good brother

Note: Surveyed West Point and Stanford participants

Helping athletes and coaches, from amateur to professional, explore what it means to be a good man on every team they are on, while becoming role models and leaders in their own lives.

“This is our first time having these important conversations.”

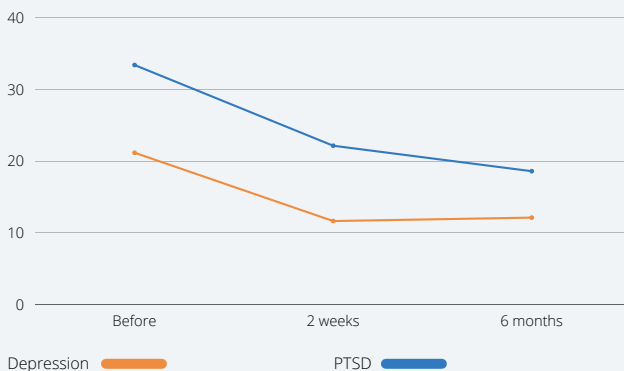
—Athlete, Stanford Men's Soccer

Blueprint Protect

Protecting those who protect us

- ✓ Significant increase in self-compassion, quality of life, well-being and interpersonal functioning.
- ✓ Improved work culture, team cohesion, engagement and performance.

Significant and lasting reduction in symptoms of trauma and depression



Helping first responders (fire and police), military and front-line healthcare professionals regain and sustain their resilience and well-being, which improves the competence and capacity of organizations to care for each other and protect their wider communities.

“We recognized an overwhelming need to change our fire service culture. Without a doubt, since running our first six resiliency programs, the change in the individual and in fire departments across BC continues to be extremely positive. The difference this program is making is significant; if we can be healthy and resilient at work, we can be healthy at home with our families!”

—Gord Ditchburn, President of the BC Professional Fire Fighters Association

OUR STRENGTH AS A SOCIETY IS IN COMMUNITY

JUDITH JORDAN

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