

# MALE CONTRACEPTIVE INITIATIVE

Vision, Mission, Principles & Activities

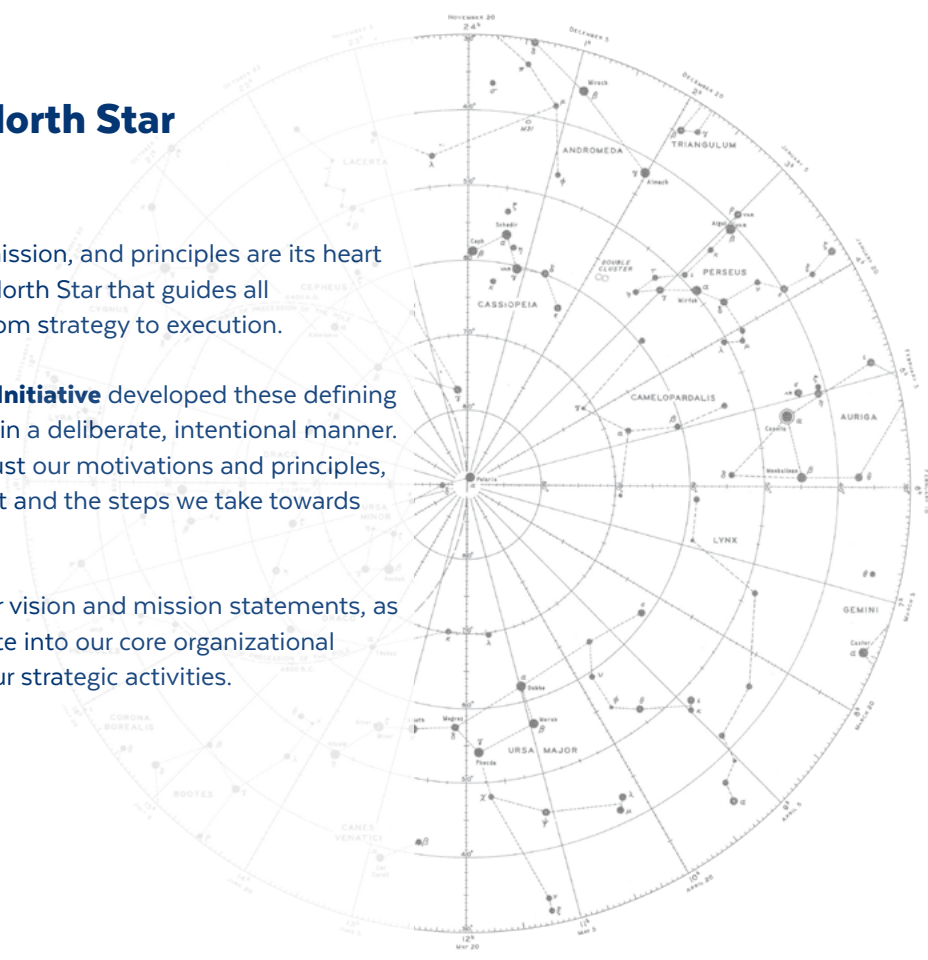


## Establishing a North Star

An organization's vision, mission, and principles are its heart and soul. They act as the North Star that guides all organizational activities, from strategy to execution.

We at **Male Contraceptive Initiative** developed these defining organizational statements in a deliberate, intentional manner. We seek to articulate not just our motivations and principles, but also our desired impact and the steps we take towards realizing it.

This publication details our vision and mission statements, as well as how they extrapolate into our core organizational principles and align with our strategic activities.





# VISION


## VISION

The foundation for MCI's vision is the hopeful reality we work together to achieve a world where everyone has the resources necessary for reproductive freedom.

Starting with this idealized reality, we sought to create a rallying cry that both accurately captures our work and inspires people to engage with us. Ultimately, we developed "**Reproductive Autonomy for All**" as MCI's vision statement.

Having a succinct, provocative vision statement ensures a reaction from many audiences. We seek to preempt questions by expanding the vision statement such that MCI defines each of the pertinent words in a way that clearly illustrates the meaning of each to our organization.

In this way, we are able to own the language of our vision in a more intimate, meaningful manner, and illustrate our deliberateness in word selection.



# Reproductive Autonomy for All.

## Reproductive Autonomy for All.

While reproduction takes two people, the responsibilities, and subsequently resources, for family planning are overwhelmingly focused on women. This imbalance has far-reaching implications, negatively affecting issues as diverse as gender dynamics and rates of unintended pregnancies. Both egg and sperm producers need access to a robust method mix of contraceptives to meaningfully bring balance to contraceptive access and responsibility.

Men currently lack the ability to effectively manage their reproductive needs and are largely reliant on their partners to manage a couple's fertility. This prevents men from playing an equal part in family planning objectives and from managing their individual reproductive goals.

MCI's focus is on supporting the development of new forms of non-hormonal, reversible male contraceptives. We do this through funding and advocacy efforts, and we envision these novel contraceptives as tools that empower humans of all gender identities and sexual orientations.

A grayscale topographic map of the United States, showing contour lines and geographical features. A large dark gray circle is overlaid on the left side of the map.

# MISSION

## MISSION

**“Our mission is to empower men, and couples, to fully contribute to family planning goals by providing them the resources they need for reproductive autonomy.”**

This answers both the “why” of the vision (i.e., to empower men and couples to achieve the reproductive autonomy they currently lack) and the “how” of the vision (i.e., by providing resources that currently do not exist). This also allows us to explore translating our vision to tangible activities necessary to accomplish the mission.

As with the vision statement, we seek to clarify understanding of our purpose. The mission statement contains additional pertinent words that allow MCI the opportunity to further define what drives our work and strategically important considerations to ensure the success of our efforts and those of our collaborators. This cascading effect continues to take additional shape and deeper meaning as it’s translated into MCI’s guiding principles.

**Our mission is to empower men, and couples, to fully contribute to family planning goals by providing them the resources they need for reproductive autonomy.**

MCI's focus is on non-hormonal, reversible methods of male contraception. This is a largely ignored segment that is a critical part of the contraceptive landscape that currently consists of primarily female, hormonal methods. We believe that individuals and couples should have the tools to choose what is best for their needs as their reproductive intentions evolve over time.

**Our mission is to empower men, and couples, to fully contribute to family planning goals by providing them the resources they need for reproductive autonomy.**

We seek to empower couples with the resources necessary to best decide whether or when to have children, generally. Our specific objective is to reduce instances of unintended pregnancies, a family planning goal that is universally shared.

Our research shows that there are millions of men in the United States alone seeking new methods of contraception. Women also continue to have an unmet need in the contraceptive space, with millions of women globally at risk of unintended pregnancy due to a lack of options that fit their needs. New options for men can provide an outsized advantage, targeting a massive market with few to no existing options.

A map of the Southeastern United States, showing major cities and highways. An orange circle is overlaid on the left side of the map, containing the word "PRINCIPLES" in white, bold, uppercase letters. The map shows cities like Raleigh, Durham, Greensboro, and Jacksonville. The word "PRINCIPLES" is centered within the orange circle.

# PRINCIPLES

## PRINCIPLES

Defining an organization's guiding principles is critical to ensure continued alignment from vision to mission, through to activities. These principles are benchmarks for an organization to evaluate activities and ensure they are as "vision-aligned" as possible.

We evaluated our activities and investments (of time, money, and resources) in order to identify emergent themes. We then reframed these themes into brief principle statements that allow for expanded interpretation, arriving at **six core principles**:

- Invest in innovation
  - Invest in people
  - Go far together
  - Share knowledge
- Address needs, meet demand
- Ensure affordable accessibility

## Invest in Innovation

MCI's focus on non-hormonal, reversible methods of male contraception is at least partly driven by the lack of attention and funding this segment of the contraceptive method mix receives. Despite decades of research and development, there are no new methods beyond condoms and vasectomy. MCI invests in the research and development of products that will redefine and reimagine contraception.

## Invest in People

We believe in supporting the professional and personal development of individuals diligently working to advocate for or develop novel methods of male contraceptives. By nurturing this community's growth, we help to foster and grow the future champions of male contraception as we evolve towards reproductive autonomy for everyone.

## Go Far Together

We believe and invest in collaboration. The challenges and limitations inherent to male contraception research, development, and advocacy require a unique, nimble approach that values collective learning and achievement over personal accomplishment. This collaborative spirit extends to the effects we hope to see on future male contraceptive users: We believe that adding male methods to the contraceptive method mix will empower individuals and couples to share family planning responsibility and choose what's best for their intentions at each stage of their reproductive journey.

Advocacy and outreach are core activities to MCI's vision and mission because we fundamentally value the power of understanding. Ensuring people have resources to attain reproductive autonomy means more than just contraceptive products: it's also about equipping people with the information necessary to make the best decisions for themselves and their relationship.

MCI is a hub for the entire male contraception ecosystem: researchers, funders, entrepreneurs, academics, students, future users, and more. We engage with this larger community meaningfully and purposefully in order to better understand the needs and demands, as well as the opportunities, as they evolve.

New methods of non-hormonal, reversible male contraception will benefit everyone. It is therefore critically important that they are designed and developed for a global market. MCI is mindful of this and works with our grantees and the male contraceptive research community to ensure that market considerations such as distribution and cost are taken into account throughout the development process.

## Share Knowledge

## Address Needs, Meet Demand

## Ensure Affordable Accessibility





# ACTIVITIES

## ACTIVITIES

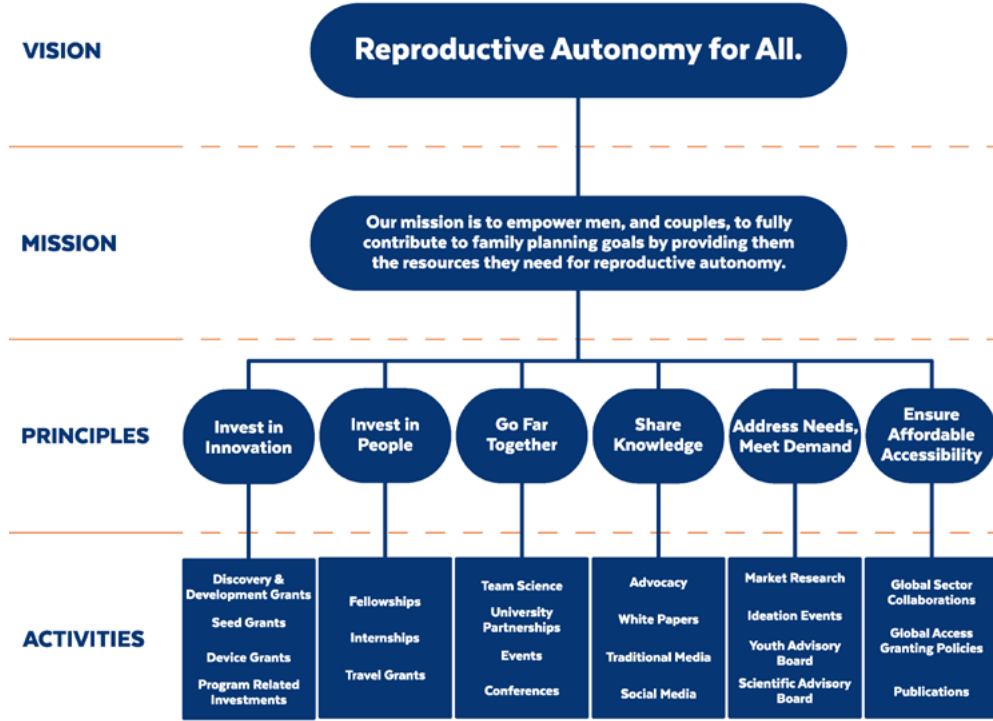
Defining core principles allows for strategic objectives and daily activities to be aligned with the organization's mission in order to achieve its vision.

We mapped our funding and advocacy efforts to our core principles in order to illustrate our collective evolution from Vision to Mission to Principles and, finally, Activities.

This articulation and framework affords MCI a cohesive baseline for evaluating opportunities, addressing challenges, and moving forward in a vision-aligned manner.



## CONCLUSION



The vision, mission, principles, and activities define our organizational ethos (i.e., **Vision informing Mission defining Principles directing Activities**), and seek to present a clear articulation of the “why” and “how” of Male Contraceptive Initiative. This, in turn, has facilitated the development of benchmarks with which to evaluate opportunities, needs, and challenges as we strive to enact the positive change we wish to see in the world.

We encourage you to join us on our journey. Visit [malecontraceptive.org](http://malecontraceptive.org) to learn more!

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