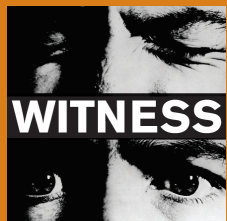


WITNESS

PERFORMANCE DASHBOARD

January – December 2011



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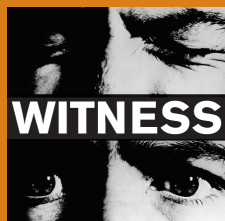
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PERFORMANCE DASHBOARD

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IMPACT

Since its founding in 1992 by Peter Gabriel, WITNESS has opened the eyes of the world to human rights abuses through trainings, partnerships and direct support to more than 300 groups in over 80 countries.

- ▶ **WITNESS empowers people** to fight injustice with video by bridging cutting-edge innovation and traditional advocacy approaches.
- ▶ **WITNESS innovates** so that changing technology environments protect human rights by being safe and effective.
- ▶ **WITNESS collaborates** with diverse stakeholders to meet the needs of countless citizens and civil society groups turning to video to expose injustice.
- ▶ **WITNESS continues its historical mission—to partner with frontline human rights groups** where video is a tipping point that transforms personal stories of abuse into powerful tools pressuring those in power, or with power, to act.
- ▶ **WITNESS is currently campaigning** to end gender-based violence in conflict zones, stop forced evictions in the name of development, and protect children from sex-trafficking.

Our impact is widely recognized—in 2011, for example, we received a global leadership award from Columbia University’s School of International Affairs, and an inaugural award for excellence in socially responsible media from BANFF World Media Festival.



MISSION

WITNESS uses video to open the eyes of the world to human rights violations.

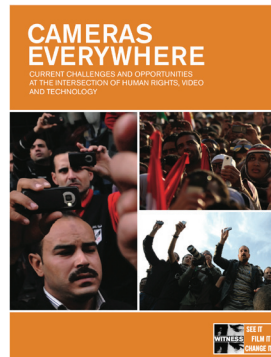
WITNESS empowers people to transform personal stories of abuse into powerful tools for justice, promoting public engagement and policy change.

WITNESS LEADERSHIP IN A WORLD WITH 'CAMERAS EVERYWHERE'

Strategic Leadership Initiative Guiding WITNESS' Work

The potential presence of a camera in every concerned person's hand creates powerful opportunities for video to be an agent of change. But, a more supportive ecosystem is urgently needed. WITNESS' strategic vision seeks to enable a new framework and tools to support the safe, effective, and ethical use of human rights video. WITNESS is working with key players (human rights groups, media and technology companies, software developers, policy-makers, journalists, filmmakers, academics) to create new global norms, policies, and practices, and promote innovative tools and solutions.

In early 2011, WITNESS entered a scoping phase to engage with these sectors and understand what they see as key challenges and opportunities. We interviewed 40 experts such as Marietje Schaake (Member of European Parliament), Bob Boorstin (Director, Public Policy, Google), and danah boyd (Senior Researcher, Microsoft Research). This process resulted in a roadmap published in September. Called **Cameras Everywhere: Current Challenges and Opportunities at the Intersection of Human Rights, Video and Technology**, it is designed to guide the programmatic direction of our work. The report identifies five areas of challenge: privacy and safety; network vulnerabilities; information overload, authentication and preservation; ethics; and policy.



Cameras Everywhere: a roadmap designed to guide the programmatic direction of WITNESS' work.

PHOTO: NOUR EL REFAI



VISION

WITNESS' strategic vision seeks to enable a new framework and tools to support the safe, effective, and ethical use of human rights video.



Through collaborations with technology developers, WITNESS Labs creates tools and applications that integrate human rights principles and practical documentation needs into the creation of new technology.

WITNESS LEADERSHIP IN A WORLD WITH 'CAMERAS EVERYWHERE'

Over the course of the year we have used media and public fora to press on both the key recommendations and the issue areas. A related [blog post](#), which received 3500 views, was also published in the *Journal of Human Rights Practice*, with nearly 1,000 additional downloads.

We have also guest-blogged on *Beth Kanter*, *PBS MediaShift* and *Huffington Post*, and presented our analysis of key challenges and opportunities at venues including the Re:Publica conference, the Wilton Park conference, the Open Video Conference, the Silicon Valley Human Rights Conference, as well as the office of Amnesty International.

Alongside the public advocacy, we also engaged technology companies on some key challenges. WITNESS was interviewed by *WIRED* magazine, which featured themes from the report in the article [“Clive Thompson on Establishing Rules in the Videocam Age”](#). We have also begun a collaboration with YouTube to curate human rights video by creating a human rights channel that will be launched in 2012.

WITNESS Labs: Spotlight on SecureSmartCam

The rapid advancement of video technology has not always incorporated the needs of grassroots human rights activists. Through collaborations with technology developers, WITNESS Labs creates tools and applications that integrate human rights principles and practical documentation needs into the creation of new technology.

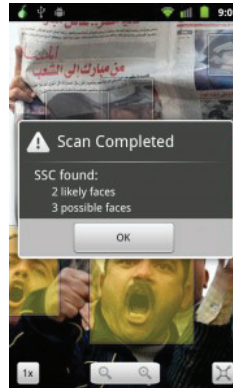


WITNESS Program Director
Sam Gregory speaks at the 2011
Re:Publica Conference in Berlin

PHOTO: JONAS FISCHER/REPUBLICA

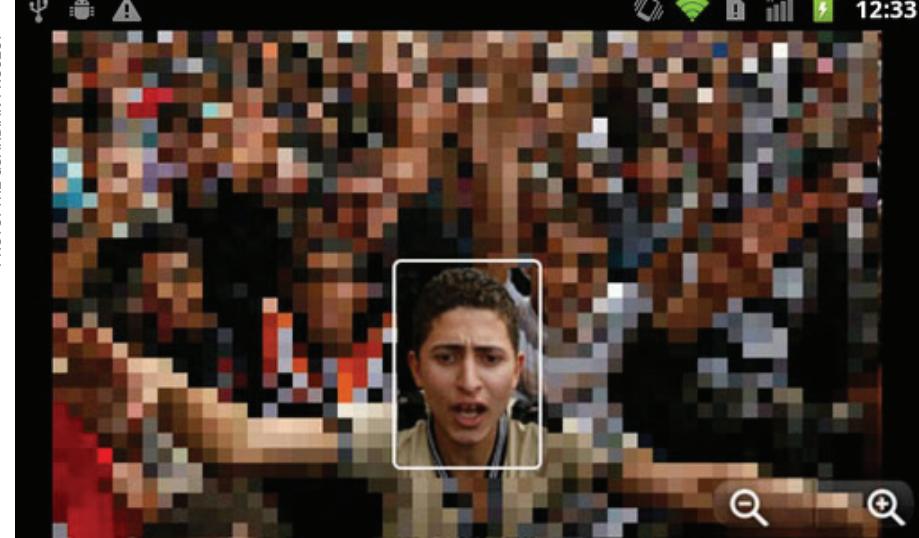
WITNESS LEADERSHIP IN A WORLD WITH 'CAMERAS EVERYWHERE'

WITNESS Labs' initial collaboration is with the well-respected and cutting-edge innovators at the **Guardian Project** to develop a suite of tools called SecureSmartCam (SSC) that focus on the needs of citizen witnesses and human rights defenders. These needs range from protecting identity and visible personal data contained in an image (the ObscuraCam app), to securing enhanced metadata, confirming informed consent, and verifying information for potential evidentiary usages (the InformaCam app). The ObscuraCam app has over 20,000 **downloads** in the Android market (reviews available from *Fast Company*, *Android Police*, *Blogcritics*). Recently, the project was named by *Wired UK* as one of the "25 Big Ideas for 2012" and was featured in *The Economist* and *Forbes*. It also won third prize in the "Develop for Privacy" Challenge (sponsored by the ACLU and Tor Project, among others). Tools like SSC are providing model features that can be incorporated by the broader commercial sector in consumer software and mass market tools.



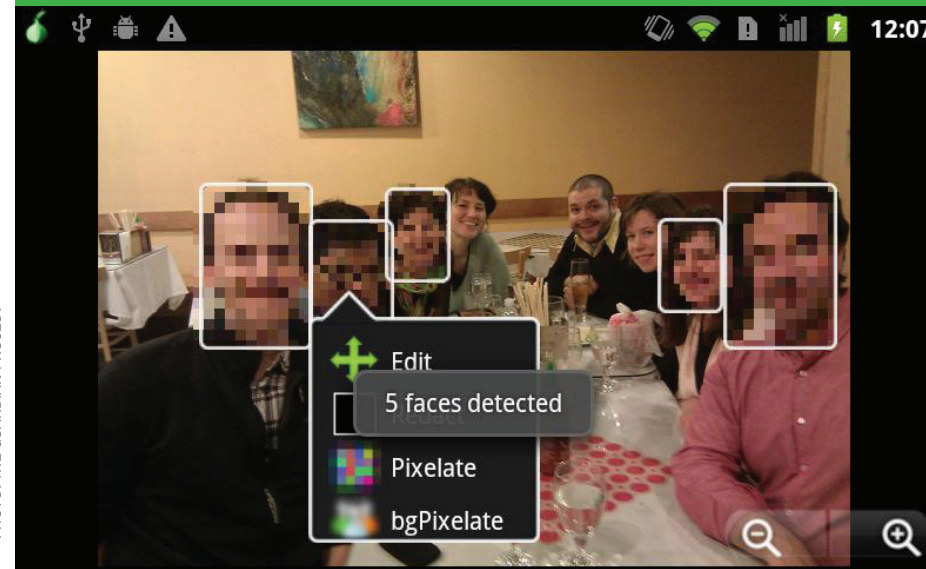
The ObscuraCam app, part of WITNESS Labs SecureSmartCam project

PHOTO: THE GUARDIAN PROJECT



▲ The ObscuraCam app (available for download [here](#)) was named by *Wired UK* as one of the "25 Big Ideas for 2012" and was featured in *The Economist* and *Forbes*.

PHOTO: THE GUARDIAN PROJECT



ENABLING MORE PEOPLE: SHARING TOOLS + TACTICS IN USE OF HUMAN RIGHTS VIDEO

Our Tools + Tactics initiative draws on WITNESS' 20 years of expertise, best practices, and lessons learned in training and supporting activists in their use of video to create change. Key accomplishments to enhance skills and digital literacies in 2011 included:

► **Launching WITNESS' Newest Online Training Resource, the Video Advocacy Planning Toolkit**

Launched in September, the [Toolkit](#) is a free, interactive, step-by-step training resource that has 12 chapters, 35 instructional videos, and best practice video examples. The Toolkit creates a streamlined and customizable learning experience for citizen witnesses and activists to learn how to use video effectively as a documentation, newsgathering, or storytelling tool. It guides users from initial concept to fully formed plan with defined goals, measurable objectives, a targeted audience, and key messages.

Translations of the Toolkit in Arabic, French, and Spanish and then Portuguese and Russian are coming soon. With 425 registered users and over 11,500 page views in the last four months of 2011, the Toolkit is already amplifying the impact of our successful video advocacy methodology beyond our in-person trainings and partnerships.

SEE IT
FILM IT
CHANGE IT

Español Français Português العربية Search

Sign-In | Sign-up Home About Why Use This Toolkit Tour the Toolkit Resources Contact Us

WITNESS: Getting Ready To Make A Human Rights Film

BEFORE FILMING

How to Create Videos for Change

Press play to watch this introductory video on how to create videos for change. Click here to see the rest of the video for change series.

Create a Video Advocacy Plan

▲ WITNESS' [Toolkit](#) creates a streamlined and customizable learning experience for citizen witnesses and activists to learn how to use video effectively as a documentation, newsgathering, or storytelling tool.

PHOTO: LAURA SALAS



Since the launch of our [Video for Change Blog](#) over 200 articles have been published, and in 2011, content and viewership of the blog increased significantly, with almost 100,000 views.

ENABLING MORE PEOPLE: SHARING TOOLS + TACTICS IN USE OF HUMAN RIGHTS VIDEO

► Scaling the Reach of Video Advocacy

In 2011 WITNESS greatly expanded the reach of our training resources and video advocacy expertise via a relaunched web site, robust social media strategy, and our [Video for Change blog](#).

Since the launch of the blog over 200 articles have been published, and in 2011 content and viewership of the blog increased significantly, with almost 100,000 views. The blog has become a dynamic space not only to share our own best practices, case studies, and resources in ways that are in demand by activists in unfolding situations; it also highlights and aggregates up-to-date examples, tips and resources from across the human rights video community.

For example, our [top ten tips for filming protests](#) shares strategies on using video to expose police brutality. Published in both English and Arabic, originally in connection with Occupy Wall Street, it was one of the most viewed articles on the blog.

WITNESS' 30 training videos range from animations on video advocacy strategy to production tips on how to conduct interviews and conceal identity during filming, and have drawn over 30,000 views on YouTube.

10 TIPS FOR FILMING OW'S PROTESTS, ARRESTS & POLICE CONDUCT

Follow these ten video-making tips when documenting OW's activities to help ensure your footage can be optimally used for advocacy, raising awareness and supporting legal cases. Remember: You have the legal right to film police in NY State!

1. PREPARE: Know your equipment. Turn off features to maximize battery life (e.g. auto search or photo), have charged and extra batteries, use empty memory cards and bring back-ups. Use a camera strap. Where possible, turn on record lights, time and location recording features. When the National Law Center is called, if you're in a crowd, make sure you have legal support. Law Center's hotline: 212.675.6015. If possible, note date, time and name of anyone arrested.

2. FILM WITH INTENTION: Hold your shot steady (minimum 10 seconds), pan VERY slowly, avoid panning movements and zooming - move closer when possible. Get multiple angles - wide, medium and close-up. Film for those who aren't there - what do they need to see to understand what's going on? If violence or abuse occurs - KEEP RECORDING.

3. ALWAYS CAPTURE: Date, time and location (intersections, street signs, landmarks). Get various angles when documenting the scene - behavior of the crowd, number and formation of police and any weapons they are holding or using. Record any police orders or permissions given and the time and official name and badge number. Record when police are creating or moving barricades or orange nets. Record any police filming protests or protesters.

4. CAPTURE DETAILS - INCIDENTS: If there is an arrest or

SHARING AND UPLOADING YOUR FOOTAGE FOR IMPACT

Regardless if you are uploading unedited or edited footage, it is essential to inform the public of your footage and the location and coordination of future activities. There are hundreds of videos on OW's, but many lack the essential information. Do a search for related videos and then 8-10 years of useful file and tags - always tag your videos! Select a Creative Commons license to ensure you remain the author for purposes, and collected and archived by others. Follow these tips:

1. TITLE: Keep titles brief and descriptive. Add date, to use words you or one would use to find your video. E.g. "Occupy

2. DESCRIBE YOUR VIDEO: Always include date, location or what happened. USE TAGS. If OW's and GETTES record starting with a URL, for viewers to find more info, e.g. http://www.November 2, 2011 | Brooklyn, NY | then video description.

3. TAG YOUR VIDEO: Always add these tags -> date, specific location, occupy wall street, occupy, use common

WITNESS' Video For Change blog post "Top Ten Tips for Protest Monitoring" was shared widely on social media, particularly in connection with Occupy Wall Street.

ENABLING MORE PEOPLE: SHARING TOOLS + TACTICS IN USE OF HUMAN RIGHTS VIDEO

► Conducting Strategic Convenings to Nurture Peer Networks

WITNESS serves as a key node for best practices in an emerging global network around human rights video. The purpose of the network is to create innovative ways to share knowledge among peers. To nurture these connections, we are conducting a series of in-person convenings.

In October, as part of our rapid response to the Middle East crisis, WITNESS hosted the first convening, with two dozen prominent video activists from six countries in transition in the Middle East and North Africa: Syria, Yemen, Bahrain, Tunisia, Libya, and Egypt. The convening strengthened the regional network of citizen activists, shared best practices from their respective work, and identified needs to support video documentation and advocacy in the region.

These on-the-ground sessions are strengthening communities in emergent critical moments as they use video for documentation or newsgathering around human rights issues.



In October, as part of our rapid response to the Middle East crisis, WITNESS hosted the first convening, with two dozen prominent video activists from six countries in transition in the Middle East and North Africa: Syria, Yemen, Bahrain, Tunisia, Libya, and Egypt.

CONVERGENCE OF TECHNOLOGY & HUMAN RIGHTS: MIDDLE EAST CRISIS RESPONSE

Uprisings and human rights crises continue to sweep across the Middle East and North Africa (MENA). Daily we witness how important video is as a change agent, mobilizing people and informing the world. As a rapid response to these emerging needs and opportunities, WITNESS expanded its MENA program. The purpose is to empower frontline activists with effective video, social media strategies, and tools that will protect them, and amplify reforms and accountability.

Focus: Egypt

WITNESS is partnering with Egyptian Democratic Academy (EDA) to use video to mobilize youth and other citizens to accelerate this momentum. WITNESS supported EDA to engage around the elections and to push the transitional government to account for ongoing human rights violations. Some highlights from 2011:

- ▶ Trained 25 activists in Cairo.
- ▶ Produced six videos focused on military trials, torture, judicial independence, violence against women, and youth participation in the elections.
- ▶ Held screenings in Cairo and Aswan with government officials and civil society activists, and featured videos in online outlets such as Elma7rosa.org.



Training participants in Cairo learn to use hand-held video cameras



▲ WITNESS is partnering with Egyptian Democratic Academy to use video to mobilize youth and other citizens to continue the momentum of reform in the Middle East.

SCALING UP CAMPAIGNS FOR IMPACT



In 2011, WITNESS scaled up its on-the-ground campaign partnerships to create more impact, working with larger networks committed to the same issues to expand the reach of the advocacy videos.

CAMPAIGNS

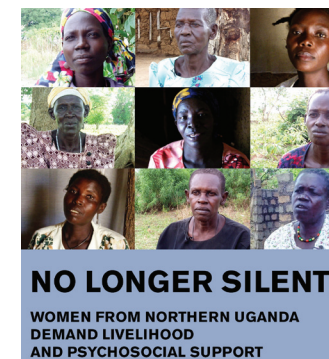
END VIOLENCE AGAINST WOMEN AND GIRLS IN ARMED CONFLICT

In partnership with the Women's Initiatives for Gender Justice, WITNESS trained 24 women's rights activists over the course of two trainings. Intensive video advocacy campaigns are now underway to:

- ▶ Prosecute Lord's Resistance Army leaders responsible for crimes against women and girls in **Central African Republic**.
- ▶ Increase accountability for systematic rape and create support services for survivors in the **Democratic Republic of Congo**. Upcoming screenings of *Our Voices Matter* are planned for government officials, UN bodies, and the African Union.
- ▶ Require police response to sexual violence in **Kenya** by creating safe reporting spaces in police stations.
- ▶ Implement laws protecting women against bride kidnapping and forced marriage in **Kyrgyzstan**.
- ▶ Fund and implement the livelihood and psychosocial support programs in the Peace, Recovery and Development Plan for **Northern Uganda**. After screening the video **No Longer Silent: Women from Northern Uganda Demand Livelihood and Psychosocial Support** to the Speaker of Parliament, we secured the Speaker as a key advocate when she committed to show the film to the Ugandan Parliament.



WITNESS training in Kenya, March 2011



No Longer Silent, a video by the Greater North Women's Voices for Peace Network, was screened to the Speaker of the Ugandan Parliament

CAMPAIGNS

STOP FORCED EVICTIONS

WITNESS is working to end forced evictions in the name of development in collaboration with Habitat International Coalition (HIC). In 2011, WITNESS trained 59 activists and representatives of local communities and worked with them to launch 15 video advocacy campaigns. More than 40 videos were produced. Progress in 2011 included:

- ▶ **Combining local impact in Egypt** with leverage across the global campaign. As a direct result of our partnership with the Khosos community in Cairo, they obtained the legal right to their homes. Amnesty International translated our **video** into six languages and featured it in a campaign on forced evictions called, “Slum Stories”.
- ▶ **Promoting meaningful consultation with key stakeholders in Mexico.** For example, for the first time in over three decades, a community resisting forced eviction due to La Parota Dam compelled the top state official (the Governor of Guerrero) to visit and agree to address their rights. This success resulted from the visibility created by our partners, who produced three videos since attending our training in January 2011.
- ▶ **Strengthening local capacity to use video in Cambodia** and pressuring the Cambodian government. In 2011, we supported our partner LICADHO’s videos about the Boeung Kak Lake area of Phnom Penh, which were



Amnesty International’s “Slum Stories” featured WITNESS video



WITNESS-trained activists training more youth to use video in their community in April 2011

PHOTO: LAURA SALAS

PHOTO: RENATO COSENTINO



For the first time in over three decades, a community resisting forced eviction due to La Parota Dam compelled the top state official to visit and agree to address their rights.

CAMPAIGNS: Stop Forced Evictions

viewed 60,000+ times. In a rare intervention, the **World Bank conceded its role** in these forced evictions. The World Bank chose to **freeze funding to Cambodia** until the matter was addressed. In response, the Cambodian government renewed dialogue with affected communities, many of whom were given title to their land.

- ▶ **Facilitating strategic advocacy spaces for forced eviction video in India.** In collaboration with Video Volunteers, an online hub is raising the profile of forced evictions videos. For example, one campaign is aimed at stopping illegal eviction of communities due to an airport infrastructure project in Manipur.
- ▶ **Helping under-covered stories gain significant domestic traction in Brazil.** WITNESS is amplifying the efforts of citizens to end forced evictions related to the 2016 Olympic Games in Rio de Janeiro. A 31-year old single mother, Antonieta, was forcibly evicted from her community, Largo de Campinho, in May 2011. Antonieta attended WITNESS' **training in Rio** and then **engaged with organizers for the 2016 Olympic Games in Rio** to personally deliver a letter and video-dossier on forced evictions. By leveraging WITNESS' strategic allies and media connections, our partners achieved a remarkable response around the video of Antonieta's action, primarily in Brazil through local blogs and activist networks.

PHOTO: MARY ALLISON JOSEPH



STOP FORCED EVICTIONS: BRAZIL

In the first two weeks after the video of Antonieta's action was uploaded, it was:

Shared on Facebook by
8,900+ people

Viewed on YouTube
10,000+ times

Featured among YouTube's
top 50 "most liked"
videos in the activism category in the first
day it was uploaded.

CAMPAIGNS

PROMOTE HUMAN RIGHTS IN NORTH AMERICA

Focus: Climate Change

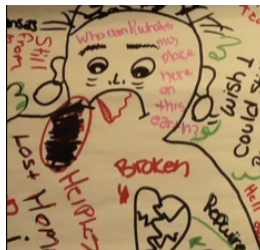
WITNESS is partnering with a youth-led initiative in the U.S. to highlight the human rights implications of climate change and compel government officials to protect the natural resources we all share in common like air and water.

By supporting the [iMatter Campaign](#) and [Our Children's Trust \(OCT\)](#), WITNESS is helping produce a series of ten videos that complement coordinated legal actions filed in states across the U.S. For example, to personify what is at stake in upcoming climate litigation in Arizona, meet [Jaime](#)—a young Navajo artist whose world is literally drying up around her as water disappears on the Navajo Nation.

Focus: Commercial Sexual Exploitation of Children

WITNESS launched the film [What I Have Been Through is Not Who I Am](#) in partnership with End Child Prostitution and Trafficking-USA (ECPAT-USA). The commercial sexual exploitation of children is child abuse, and it happens in every city and small town in America.

Our goal is to get strong, protective “safe harbor” legislation passed in all 50 U.S. states. Currently, six states take this approach—they ensure children who are bought and sold for sex are treated as victims and given protective services rather than tossed into jail.



From the video [What I Have Been Through is Not Who I Am](#)



FOCUS: CLIMATE CHANGE

▲
To personify what is at stake in upcoming climate litigation in Arizona, [meet Jaime](#)—a young Navajo artist whose world is literally drying up around her as water disappears on the Navajo Nation.

INSIDE ELDER JUSTICE NOW!



An In-depth Look at a WITNESS Campaign

Why Elder Abuse?

One in nine—or 11% of Americans over age 60—will likely experience elder abuse. This physical, financial, and emotional abuse is an under-reported human rights violation.

Why Video?

Video was used at a critical tipping point in this campaign to transform personal stories of abuse into a powerful tool to pressure those in power to act.

Partners

- ▶ National Council on Aging (NCOA)
- ▶ 17 elder rights activists
- ▶ Ten grassroots elder rights organizations

Activities

- ▶ Train 17 committed elder rights advocates
- ▶ Produce a Video Action Plan—the roadmap for the campaign
- ▶ Film in California, Michigan, New Jersey, New York, and Texas
- ▶ Launch two campaign videos, send over 100 personalized video letters to members of Congress, create one website
- ▶ Premier on Capitol Hill to Congressional representatives and in key screenings to 200 advocates for older Americans at national elder rights conference, distribute through national screening initiative and over 1500 DVDs

Output

- ▶ VIDEO: *An Age for Justice: Confronting Elder Abuse in America* + Screening Guide
- ▶ VIDEO: *100 Stories*
- ▶ VIDEO: *Break the Silence*
- ▶ WEBSITE: *ElderJusticeNow.org*



CAMPAIGN TIMELINE

- FEBRUARY 2009
Partnership begins.
- JUNE 2009
First training.
- JULY 2009
Begin production of 100 stories web video campaign.
- SEPTEMBER 2009
Launch video *Break the Silence* with copies distributed on Capitol Hill; launch of Elder JusticeNow! website.

▼ **INSIDE ELDER JUSTICE NOW!**

CAMPAIGN TIMELINE



“Before I viewed the film, elder abuse was the story in the newspaper where the covers were ripped off a family’s shame of neglect of their loved one...Viewing this film made me and others realize that this is not something that is isolated but a very real threat to all of us who are now aging and have aged.”

– Deborah Gaddis,
Director of Foster Grandparent Program, Positive Maturity

CAMPAIGN GOALS

FROM START

Support comprehensive legislation to combat abuse and exploitation of older Americans.



Build capacity for NCOA to ensure long-term use of video in their advocacy campaigns.



Heighten visibility of elder abuse as a hidden epidemic affecting millions of Americans every year.



TO FINISH

In March 2010, the Elder Justice Act became law—the first comprehensive federal legislation to fund and support measures aimed at preventing elder abuse.

NCOA continues their use of video in advocacy. They launched an innovative, national advocacy campaign (OneAway.org) focused on protecting the economic rights of elders.

An Age for Justice has raised awareness among diverse stakeholders—from legal and medical professionals to elders, their family members, and those working with them in the aging community.

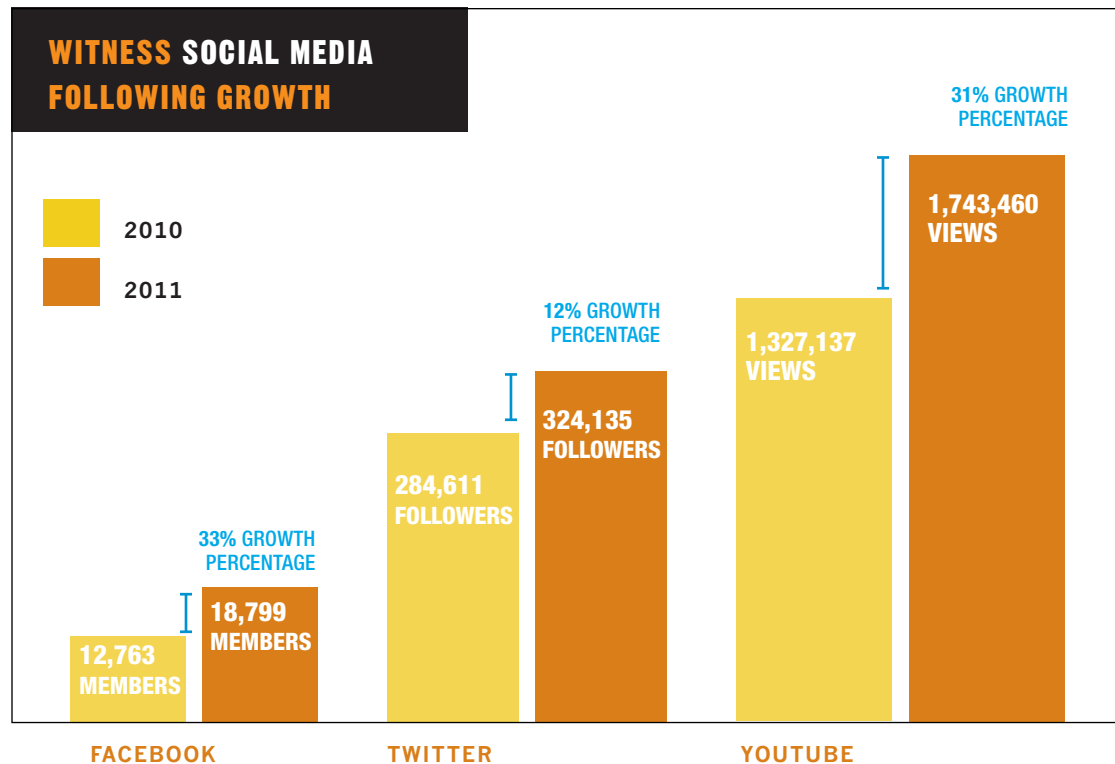
- **OCTOBER 2009**
Premier of core campaign video, *An Age for Justice: Confronting Elder Abuse in America* (AAJ); first screening of AAJ at a Congressional briefing on Capitol Hill; public screening of AAJ at National Adult Protective Services Association Conference.
- **MARCH 2010**
Articles about AAJ appear in the press such as *Huffington Post* and *Las Vegas Sun*.
- **MARCH 2010**
Achieve primary advocacy goal: President Obama signs Elder Justice Act into law as part of health reform.
- **APRIL 2010**
Launch national screening initiative for AAJ on the website, which includes comprehensive screening guide.
- **JUNE 2010**
Screen AAJ at events across the country to observe World Elder Abuse Awareness Day and nationally broadcast it on Link TV.
- **NOW**
Since passage of Elder Justice Act, the film has been screened throughout the U.S., and continues to educate policy makers, healthcare workers, law enforcement, and countless others on the issue of elder abuse.

INSTITUTIONAL REACH + CAPACITY

Over 5,342,699 visitors viewed the WITNESS website, read blogs, watched videos, became Facebook friends, and followed us on Twitter in 2011.

WEBSITE HIGHLIGHTS: WITNESS launched a new redesigned website in order to integrate online strategies. By merging our platforms, traffic to WITNESS online content, including the blog and YouTube videos, increased 18%. There were nearly a million views in 2011.

SOCIAL MEDIA HIGHLIGHTS: WITNESS significantly increased the number of followers and activities on our social media sites (including Facebook, Twitter and YouTube) in 2011. Over 372,410 viewers actively engaged with WITNESS' work.



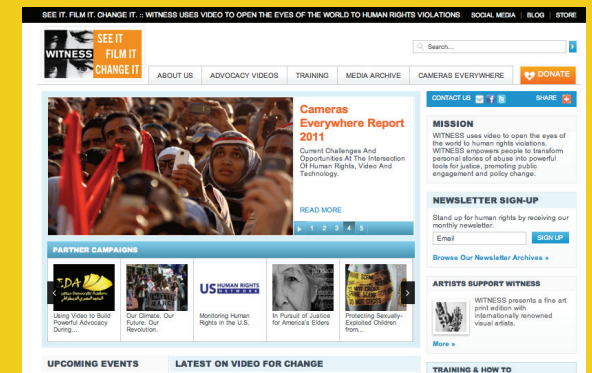
5,342,699

Total number of WITNESS visitors in 2011 who viewed the website, read blogs, watched videos, became Facebook friends, and followed us on Twitter.

WEBSITE BEFORE



WEBSITE AFTER





1,332

▼
Total hours of digital video archived as of 2011.

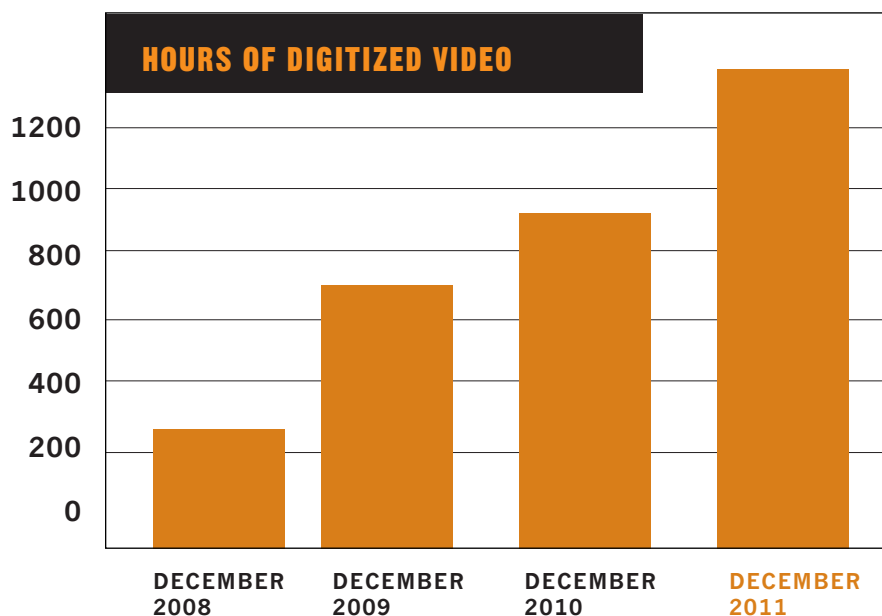
5,000+

▼
Unique video titles from over 90 countries.

INSTITUTIONAL CAPACITY & REACH

MEDIA: Extensive online and offline media coverage amplified the impact of all WITNESS initiatives. Some examples of mainstream media features: *Al Jazeera, BBC, CNN, Fast Company, Financial Times, Huffington Post, VH1, and Wired Magazine*. Of the 30 independent online outlets featuring WITNESS in 2011, a few highlights: *Engage Media, Global Voices Advocacy, Grist, Mobile Media Toolkit, National Democratic Institute, and PBS MediaShift*.

MEDIA ARCHIVE: WITNESS Media Archive launched a project to ensure long-term preservation and expand access to our collection of human rights video. In partnership with the **Human Rights Documentation Initiative (HRDI) at the University of Texas**, we are ensuring that valuable audio-visual documentation of human rights—from raw footage filmed by partners to digital masters of our co-produced videos—is available for future use.



UNIQUE VIDEO TITLES:
5,000+ from 90+ countries

PHOTOGRAPHS AND STILLS
17,000+

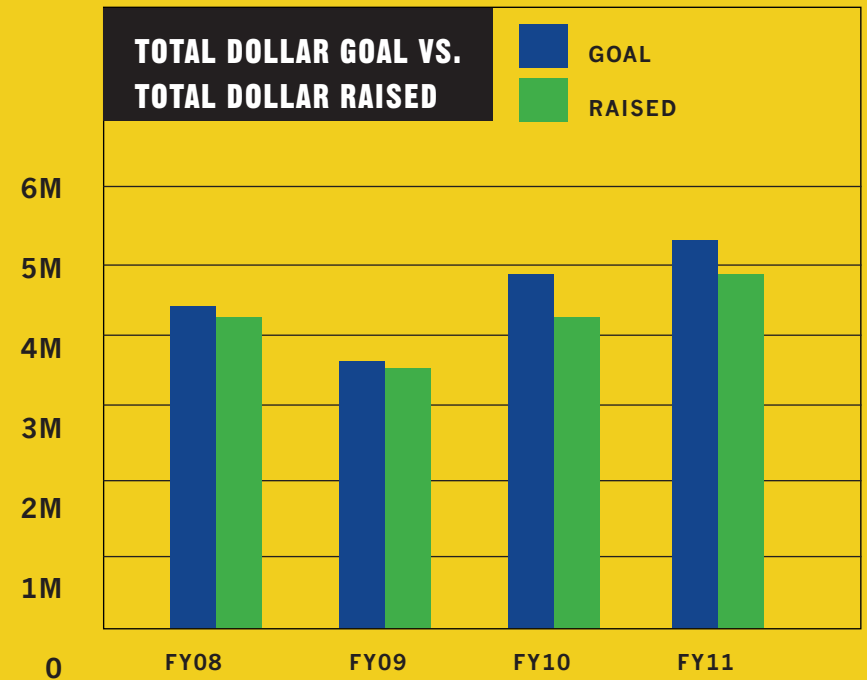
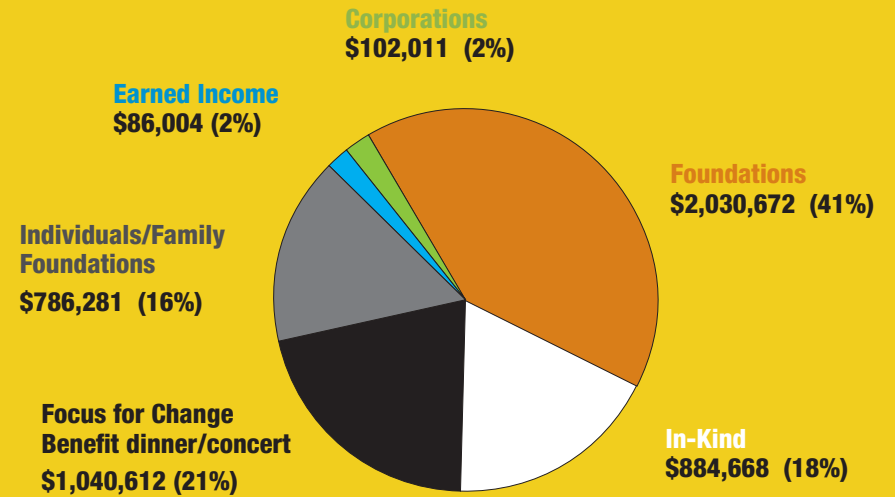
Financial Year 2011 (July 2010 – June 2011, unaudited)

FY11 GRANTS INCLUDED (Only \$25,000 or higher listed)

- Adessium Foundation*
- American Jewish World Service
- Anonymous*
- Bertha Foundation
- Jacob & Hilda Blaustein Foundation*
- Mary Frances Budig and John Hass
- Buffin Foundation
- Donal Daly
- Fledgling Fund
- Ford Foundation
- Peter Gabriel
- David and Barbara B. Hirschhorn Foundation
- HIVOS*
- Lambent Foundation
- Libra Foundation
- Joshua Mailman Foundation
- Nduna Foundation*
- NoVo Foundation*
- Oak Foundation
- Overbrook Foundation
- Oxfam Novib
- Joan and Lewis Platt Foundation
- Skoll Foundation for Social Entrepreneurship
- Surdna Foundation
- Jeffrey Tarrant
- US Human Rights Fund
- Liz and Todd Warnock
- J.A. & H.G. Woodruff Jr. Charitable Trust*

*Multi-year grant

FISCAL YEAR 2011





FISCAL YEAR 2012

The 7th Annual WITNESS Focus for Change Benefit Dinner and Concert was the most successful to date raising \$1,230,000 (gross).

INSTITUTIONAL CAPACITY & REACH

Financial Year 2012 YTD (July 2011 – December 2011):

ANNUAL REVENUE GOAL = \$4,962,082

In the first six months of FY12, we secured grants of

- ▶ \$1,621,000 (74% of goal) from Foundations
- ▶ \$824,540 (79% of goal) from Individuals/Family Foundations
- ▶ \$1,230,000 (117% of goal) from Annual Focus for Change Benefit
- ▶ \$321,906 (54% of goal) from In-Kind Services/Contributions

FY12 GRANTS TO DATE INCLUDE (Only \$25,000 or higher listed)

Adessium Foundation*	Libra Foundation
Al Jazeera	Joshua Mailman Foundation
American Jewish World Service*	Nduna Foundation*
Anonymous*	NoVo Foundation*
Bertha Foundation	Oak Foundation
Jacob & Hilda Blaustein Foundation*	OppenheimerFunds Legacy Program
Mary Frances Budig and John Hass	Oxfam Novib
Buffin Foundation	Overbrook Foundation
Fledgling Fund	Joan and Lewis Platt Foundation
Ford Foundation	Sidhu-Singh Family Foundation
Peter Gabriel	Jeffrey Tarrant
Samuel Herschkowitz	US Human Rights Fund
David and Barbara B. Hirschhorn Foundation	Volpi-Cupal Family Fund
HIVOS*	Liz and Todd Warnock
International Bar Association	J.A. & H.G. Woodruff Charitable Trust
Lambent Foundation	

*Multi-year grant

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Gala

Peter Gabriel hosted WITNESS' Focus for Change Benefit Dinner and Concert at Roseland Ballroom in New York on November 10. The event honored the millions of people using video to create human rights change worldwide. Co-chaired by WITNESS board members Amy Robbins and Jeffrey Tarrant, the event raised \$1,230,000 (gross). Because it was generously underwritten by an anonymous donor, every dollar went directly to supporting WITNESS programs.

Board Update

Our heartfelt thanks to **Mallika Dutt** (ten years), **Josh Mailman** (ten years), and **Julia Cohen** (six years), who rotated off our Board after years of amazing service and engagement.

WITNESS is honored to welcome new board members:

Gael García Bernal, Mexican film and stage actor, producer, director, human rights activist and long term WITNESS ally.

Ronit Avni, award-winning filmmaker/human rights advocate and founder and executive director of Just Vision.

Regan Ralph, human rights advocate and women's rights expert, founding executive director of the Fund for Global Human Rights.



GAEL GARCÍA BERNAL



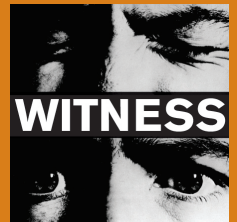
RONIT AVNI



REGAN RALPH

PHOTO: WOMEN'S LEARNING PARTNERSHIP

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CHANGE IT