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breakthrough

2010 ANNUAL REPORT



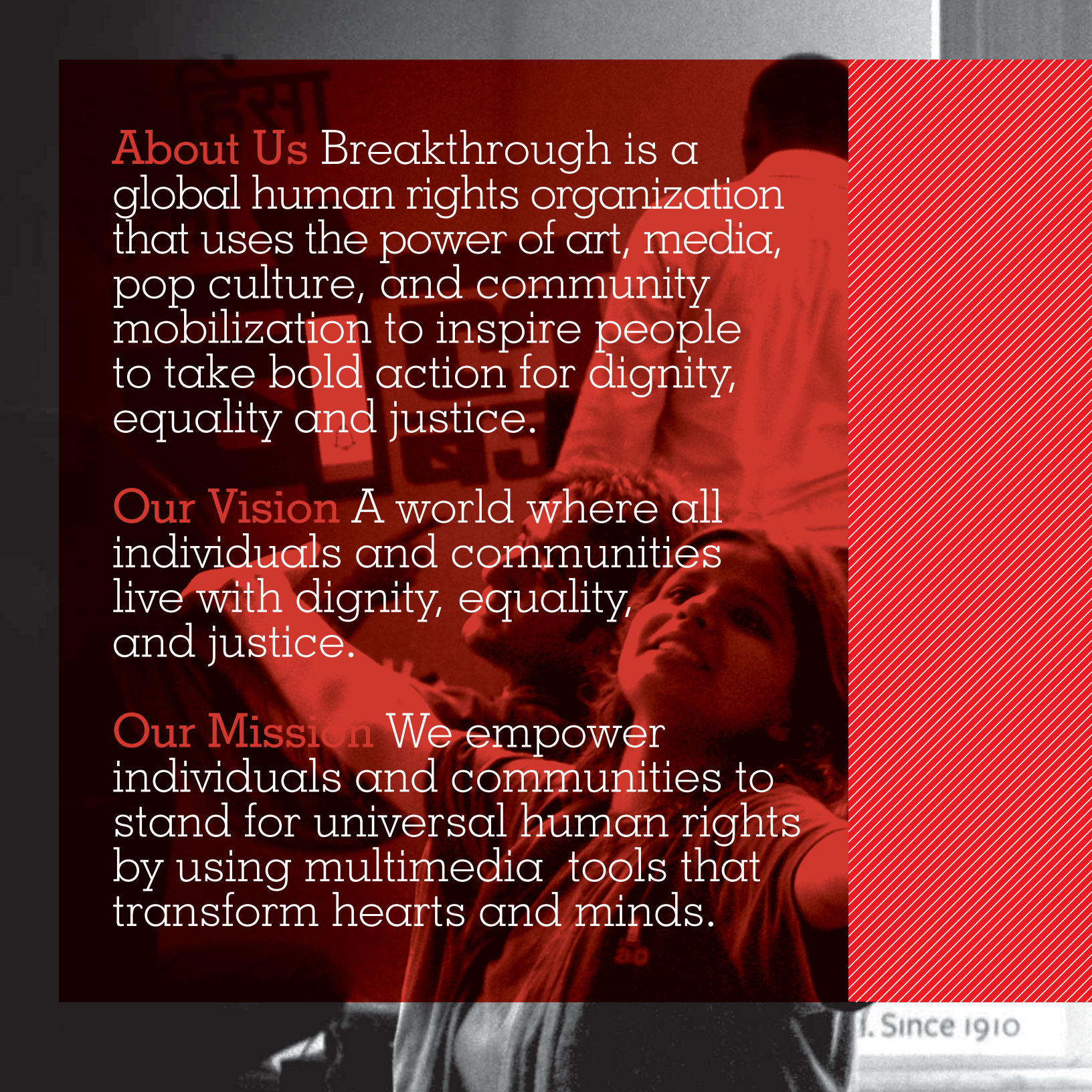
breakthrough

2010 ANNUAL REPORT

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One person has the power
To make a difference
By opening their eyes and
Becoming aware
Confronting wrongs and
Promoting rights
Inspiring others through action
To come together
Create a new vision
And remind the world that
Everyone should take part.

Human rights start with you.



About Us Breakthrough is a global human rights organization that uses the power of art, media, pop culture, and community mobilization to inspire people to take bold action for dignity, equality and justice.

Our Vision A world where all individuals and communities live with dignity, equality, and justice.

Our Mission We empower individuals and communities to stand for universal human rights by using multimedia tools that transform hearts and minds.



 BREAKTHROUGH



Our Unique Approach

Human rights are universal and fundamental. More than a matter of oppression in far-off lands, they are intrinsic to the way we treat one another in our communities, in our families, and in our homes.



BREAKTHROUGH

Our Current Focus

Working from centers in India and the United States, Breakthrough addresses critical global issues including violence against women, immigrant rights and racial justice, and sexuality and HIV/AIDS.





MESSAGE FROM THE PRESIDENT.

Human rights start with you. This simple idea has the potential to change the world. We believe that human rights begin at home and in our smallest worlds: our families, our neighborhoods, our places of work and worship. Working from centers in the United States and India, we continue to create multimedia tools and support community education programs designed to realize our vision of human rights for all. We know that when young people are offered inspiring, imaginative tools for transformation, they build new bridges and powerful platforms for their own voices, speaking human rights into reality all around them. In cities and villages from Queens to Karnataka, Breakthrough's ambassadors for human rights are using video and other creative, culturally relevant forms of storytelling to question stereotypes, challenge rigid traditions, and celebrate diversity

and transformation. I'm proud to be helping activate a new generation of change-makers and helping build a culture in which all people — including those marginalized by race, gender, religion, migration, or HIV-status — are able to live in dignity and realize their full potential. I'm especially proud to be doing so with such a bold, visionary network of partners and supporters. You have helped us earn — and expand — our spot on the front lines of global social change. We hope you will continue with us on this journey.

MALLIKA DUTT,
PRESIDENT & CEO

"In front of my house, there is a family that drags the woman by her hair. They drag her near the gas and say 'burn yourself.' They don't give her food. In winters I see her without warm clothes. In summers she has no fan. She stays locked in a room, like a prisoner. After watching the *Bell Bajao* ads, we started making some noise every time we heard violence. The violence used to stop for the time being. Eventually, it stopped entirely. I did feel good about helping her. Earlier I used to feel helpless around her. Now she's happy, so I am happy. It was like helping my own child. I want to thank *Bell Bajao* for inspiring me to take action."

Pramod Tiwari, government worker in India,
interviewed by Breakthrough Rights Reporters



PARTNERS

Apeejay Surrendra Group
Brands at Large
IMG PR
Impact Communications
Ogilvy & Mather
PagedUp
Poor Box Productions
Red FM



Bell Bajao

 Recipient of the prestigious
Silver Lion 2010 award
CANNES
International Advertising Festival

Ring the bell
on the world stage.

Breakthrough has brought *Bell Bajao (Ring the Bell)*, its largest and most widely lauded campaign, to the international stage, rallying new global ambassadors to the cause and calling on men and boys worldwide to “ring the bell” to interrupt domestic violence. United Nations Secretary-General Ban Ki-moon has joined us as *Bell Bajao*’s inaugural Global Champion, and Breakthrough has aligned with his UNiTE to End Violence Against Women campaign as its first global partner. Mallika Dutt, president and CEO of Breakthrough, announced this partnership and the organization’s global commitment at the Clinton Global Initiative’s opening plenary session in September 2010, with President Bill Clinton at her side.

We believe that in order for women, families, communities, and nations to realize their full potential, we must bring domestic violence to a halt — everywhere. This goal must live at the top of the public agenda, with men as allies in envisioning and shaping a world that is safe for all. Breakthrough’s *Bell Bajao* campaign is on its way to making that vision real in India, having successfully positioned domestic violence as *everyone*’s issue

 BELL BAJAO

Q: What is the successful campaign by Breakthrough?

A: *Bell Bajao* — as seen on *Kaun Banega Crorepati*, India’s version of *Who Wants to be a Millionaire*

and men as partners, not just perpetrators.

Over 130 million people have viewed our award-winning series of public service announcements (PSAs) showing men and boys stepping up and ringing the doorbell to interrupt overheard domestic violence.

In 2010 alone, our “video vans” traveled 14,000 miles through cities and villages, screening our PSAs and using games, street theater, and other cutting-edge cultural tools to engage in a longer-term, on-the-ground process of changing hearts and minds, thereby transforming brothers, sisters, fathers, and mothers into advocates for women’s empowerment.

Bell Bajao’s tools and messages have already been adapted by individuals and organizations around the world, including Canada, Pakistan, and Vietnam; now, community by country by continent, Breakthrough is working to create a global culture in which women are safe in their families and limitless in their ambitions.

www.bellbajao.org
[@Bell_Bajao](https://twitter.com/Bell_Bajao)
[#bellbajao](https://www.facebook.com/bellbajao)

SOCIAL MEDIA FOR SOCIAL JUSTICE.



@Bell_Bajao India

My partner exited our bldg this AM and saw a man hitting a woman with a belt. He interrupted the guy. No bystanding.
[@Bell_Bajao](#)

Breakthrough has established itself as a conversation-starter and thought-leader at the nexus of human rights values and current, relevant global culture. Our active, intensive social media presence and highly engaged, expanding audience allow us to start and shift key conversations online – and deliver real-life impact. *Bell Bajao* offers a few of many examples:

- Najma, an Indian woman living in Abu Dhabi, shared her story of domestic violence with *Bell Bajao*, requesting resources for safety and legal recourse. A call went out across Twitter, and help from *Bell Bajao* followers came swiftly, in the form of messages of support and a connection to the Indian embassy. Five days later, *Bell Bajao* heard back. "I am thankful to all of you for [giving] me strength and support," wrote Najma, reporting that she'd successfully followed the various avenues of protection offered. "I had sound sleep after months."
- During The Center for Women's Global Leadership's "16 Days of Activism Against Gender Violence," Breakthrough created a trademark online spin-off called "16 Days of Tweetism – hashtag #16DOT — aimed at broad sharing of news and views about violence against women. Our retweet rate was a powerhouse 50%, landing us "trendsetter" status on Twitter and reaching thousands beyond our regular followers.
- Breakthrough was prominently featured alongside major corporate brands Tata, Nasscom and Nokia in IndiaSocial's April 2010 "Casebook." India's largest social media community, IndiaSocial aims to bring together stakeholders in the Indian digital eco-system for engagement, sharing, learning and collaboration in a vibrant physical and virtual space.
- Twitter users regularly describe experiences of ringing the bell and interrupting violence, and they seek advice via Twitter on how to respond to public acts of violence.



BREAKTHROUGH RIGHTS ADVOCATES.



"We too have equal rights like men."

"Nobody is superior. No one is inferior."

"Girls and boys should be treated equally."

"We should be able to say no to dowry."

"We should not be married as children."

Students from Karnataka, trained by Breakthrough

In 2010, Breakthrough Rights Advocates accomplished the following:

- Educated 66,482 people across India about critical issues including women's rights and healthy sexuality
- Prevailed upon 3,000 public servants to adopt a rights-based and gender-sensitive response to gender-based violence
- Educated 50,000 girls about gender, reproductive health, hygiene, and sexual harassment, not only providing facts but also inspiring several girls to report — and trigger disciplinary action against — teachers who had harassed them
- Supported over 250 men aged 18-30, from 14 villages, in bringing human rights into their homes and beyond: the men now participate in domestic chores and run community programs addressing maternal mortality and domestic violence
- Opened youth centers in Karnataka and Uttar Pradesh, where Rights Advocates can learn, share, organize, and forge bonds to strengthen community action
- Collaborated on a pilot program (through the Parivaritan Project) to penetrate the culture of cricket, India's biggest sport, challenging male coaches to become anti-violence mentors and male players to respect girls, stop violence, and promote gender equality

Igniting a new generation of human rights leaders.

Breakthrough's Rights Advocates program has now helped over 75,000 people in India realize and claim their power to make a difference. They have brought that power to their own communities and helped effect profound cultural change, even among India's most marginalized or patriarchal groups.

Equipped by Breakthrough's training with the necessary knowledge, skills, and confidence, these young ambassadors for human rights are able to educate those around them about crucial issues including women's rights and HIV/AIDS. Working within culture to change culture, these change agents often use local or traditional forms of expression — puppetry, Yakshagana folk theater — as a means of introducing provocative new ideas. Some

Rights Advocates are also equipped with video cameras and the skills to share how they themselves and those they have reached were transformed by their new awareness. Through our YouTube channel and our active social media networks, these stories can then travel out of remote communities to inspire countless others throughout India and beyond.

www.youtube.com/LetsBreakthrough



PARTNERS

Action at Aid
 Action for Women Empowerment and Rehabilitation Trust
 Adventurers
 Anisha Yovaka Mandal
 Association for Advocacy and Legal Initiative
 Association for Social Health in India
 Azim Premji Foundation
 Bangalore Medical Service Trust
 Benjanapadavu Pre-University
 Bhagat Phool Singh Mahila Vishwavidyalaya
 Canara Organization for Development and Peace
 Carmel Convent Girls High School
 Child Friendly School Initiative
 Child Helpline YMCA
 Citizens' Alliance for Rural Development and Training Society
 Development Education Service
 Dr. A.V. Baliga Institute of Social Sciences and Rural Management
 Family Planning Association of India
 Futures Without Violence
 Ganapathi High School
 Ganapathi Government PU College
 Gender and Health Equity Project
 Golden Age Foundation
 Government 1st grade College
 Government College
 Government College, Cartsreet
 Government Women's College
 Hingorana Positive People's Network
 Humsafar
 Infinity Scope
 Jagori
 Jan Vikas Kendra
 Jyana Vikas Kendra
 Jyothi Women's College
 Karnataka State Trainers Collective
 Khun Khun Ji College
 Lawyers' Collective
 Lok Abhiyan
 Maa Durga Gram Udyog Sansthan
 Mahatama Gandhi Kashi Vidya Peeth
 Mahila Jan Kalyan Samiti
 Mahila Samakhya, Gulbarga
 Mahila Swavalamban Samiti
 Mamta
 Mangalore University, Mangalore
 Miranda House
 National First Grade Government College
 National Government College
 National Institute of Public Cooperation and Child Development
 National Institute of Public Cooperation and Child Development
 Nazareth Convent
 Nehru Yuva Kendra
 NIPCCID
 Pragatisheel Jan Sagathan
 Prajna Counselling Center
 Purvanchal Gramin Seva Sansthan
 Reddy's Foundation
 Roshini Nilaya College
 Sadhana Trust
 Safe Society
 Sahayog
 Sakhi Kendra
 Samastha Foundation
 Sanatkada
 Sarva Shiksha Abhiyan
 Sehabhagi Shikshan Kendra
 Shreesha Kala Tharabethi Kendra
 Shri Nidhi Mahila Mandal
 Shubhada
 Sidhashree First Grade College
 Social Awareness and Rural Development Society
 Social Welfare Institute
 St. Agnes College
 St. Alocious College
 Tarikita
 Teen Murti
 The International Center for Research on Women
 Uttar Pradesh Network of Positive People+
 Venkatarama Higher Primary School
 Vidyaranya Education Development Society
 Vigyan Foundation
 Vishwabharathi PU College
 Vnagana
 Women and Child Department

"A lesson in tolerance in
2 minutes 44 seconds."
The New York Times.

I AM
THIS
LAND.

POSITIVE



POSITIVE



Raising youth voices to celebrate diversity.

I AM THIS LAND is Breakthrough's call for young Americans to use their vivid imaginative capacity to illuminate and celebrate the power of our nation's diversity. Role Call, winner of the first I AM THIS LAND video contest, does just that. It represents the cutting-edge creative response of media arts students from Flushing International High School in Queens, New York — whose population represents 40 countries and speak 20 languages — to a race-based incident of violence that had shocked the school community. The MTV-style video, created by a team of students and alumni under the supervision of the media arts teacher Dillon Paul, features a student sitting in

class who, through his daydreams, explores gender, cultural expression, and racial stereotypes. *Role Call* has not only helped the school elevate and invigorate its own conversations about race; it is now used to spark fresh conversations about stereotypes and diversity in schools across the country. It has also laid the foundation for a pilot art-for-justice partnership between Breakthrough and Flushing International High School students and faculty.

The inaugural I AM THIS LAND contest challenged young people to create a video — animation, documentary, music video, or mash-up — using the phrase

I am this land as a means of celebrating our nation's diversity, of affirming and asserting that we are *all* this land. The contest was publicized with a coordinated, partner-driven campaign of animated mini-videos, celebrity PSAs, and social media, ultimately bringing the message of the contest to tens of thousands of people. Visitors to iamthisland.org voted to select the top ten videos; in early 2011, a distinguished panel of judges representing the music industry, youth and feminist advocacy chose the video they believed most enthusiastically and effectively brought to life the value of diversity.

www.iamthisland.org
#iamthisland



PARTNERS

Jury panel:

Malcolm Campbell, publisher of SPIN magazine

Maria Hinojosa, award-winning journalist and author

Sharon Jones, lead singer, Sharon Jones and the Dap Kings

John Jackson, Director of Social Responsibility, MTV Networks

Liz Friedlander, award-winning music video director

Julie Zeilinger, founder/editor of the f-bomb blog

Partner organizations:

20000 Dialogues

Activision

Change.org

HeadCount

iHollaback

Latina Lista

Mobilize.org

Parlour

See3

SPIN Magazine

Thefbomb.org

Therapy Lounge

Vivir Latino

WITNESS

Women's Media Center

Celebrity spokespeople:

DJ Spooky, hip-hop musician, author, producer, and DJ

Ishmael Beah, former child soldier and New York Times bestselling author

Lisa Brescia, Broadway actor, Mamma Mia
Maria Hinojosa, award-winning journalist and author

Mahira Kakkar, actor

Sharon Jones, lead singer of Sharon Jones and the Dap Kings

Joanne Shenandoah, Native American musician

Michael Urie, actor, ABC's Ugly Betty

Isiah Whitlock Jr., actor, The Wire

17,000 VIEWS
25 SUBMISSIONS
+ 1,340 VOTES
over 450 comments from highly invested followers

"I've seen a lot in my life but to be degraded — not just stripped of my clothes but of my dignity...to run away from injustice only to come and face it here — that was tough. This is still the land of opportunity. This is America. People flee from other countries to come to a beautiful place like this. Sometimes they don't realize the harsh reality."

Karwan Abdul Kader, Kurdish-American, featured in *Face the Truth*

RESTORE
FAIRNESS.

FACE THE TRUTH:
JUANA VILLEGAS' STORY:
RESTORE FAIRNESS:



PARTNERS

American Civil Liberties Union
America's Voice
Amnesty International USA
The American Immigration Lawyers Association
Asian American Justice Center
Coalition for Humane Immigrant Rights of LA
Fair Immigration Reform Movement
Heartland Alliance's National Immigrant Justice Center
Immigration Equality
Latin American and Caribbean Community Center
Migration Policy Institute
National Council of La Raza
National Immigration Law Center



OVER 11,000 VIEWS

OVER 35,000 VIEWS

OVER 100,000 PEOPLE

National Immigrant Project of the NLG
National Latina Institute for
Reproductive Health
New York Immigration Coalition
OneAmerica
Rights Working Group
South Asian Americans Leading
Together
Tennessee Immigrant and Refugee
Rights Coalition
The Center for Constitutional Rights
The National Immigration Forum
The Opportunity Agenda
WITNESS
Women's Refugee Commission

Denying fairness and human rights to some puts all of our freedoms at risk.

In order to spotlight the growing — and damaging — phenomenon of racial profiling, especially since September 11, Breakthrough joined with the 300-member national coalition Rights Working Group to produce the 10-minute documentary *Face the Truth: Racial Profiling Across America*. The video features the stories of individuals such as Karwan Abdul Kader, a Kurdish American who was stopped, stripped, and interrogated by local law enforcement for no reason other than driving through a neighborhood that was not his own. It also revisits the experience of Juana Villegas, born in Mexico, who was detained when nine months pregnant and shackled while giving birth. Her story alone, originally presented by Breakthrough in 2008, has sparked national dialogue and outcry over the practice of shackling and other related human rights violations.

Showing the true face of racial justice.

Face The Truth builds on the successful 2009 launch of Restore Fairness, Breakthrough's multimedia education and advocacy initiative for racial justice, which uses the power of video storytelling to show the true face of discrimination and send a resonant call for change. *Face the Truth* has been viewed online over 11,000 times and presented in workshops and discussions at colleges and universities and other venues worldwide. It was also presented as key visual testimony

at several high-profile, influential, and international gatherings, including a U.S. Congressional Briefing on Faces of Racial Profiling to congressional staffers, advocates, and civil society leaders; and the U.N. Universal Periodic Review of the U.S. Human Rights record in Geneva, Switzerland, complementing 24 reports filed by U.S. human rights organizations.

www.restorefairness.org
[#rfair](https://twitter.com/rfair)



BREAKTHROUGH'S ANNIVERSARY

10th

Bring human rights home.

"I love Breakthrough. I love what this organization does. I love the creativity, I love the vision, I love the originality. I love Mallika's passion. She has been fighting as long as I can remember for the invisible, for the people who matter deeply but are unseen, who get dismissed, who get scapegoated, who get discarded. And those are the people we all should be fighting for every minute of every hour of every day."

Eve Ensler, leading women's rights and anti-violence activist and recipient of a Breakthrough Inspiration award.



In 2010, Breakthrough supporters longtime and new gathered across the globe to celebrate our 10th anniversary — a full decade of building a culture of human rights. We, in turn, made the occasion an opportunity to honor the pioneers and pathfinders who continue to inspire and support us.

In New York City:

At a gala reception, dinner, and dance at Cipriani 42nd Street, Breakthrough presented The Breakthrough Inspiration Award to pioneering activist Eve Ensler, creator of *The Vagina Monologues* and of V-Day, a global movement aimed at ending violence against women and girls. We also presented

- The Breakthrough Inspiration Award to Peter Ackerman, founding chair of the International Center on Nonviolent Conflict and

managing director of Rockport Capital Inc. Committed to true access to and exercise of democracy, Ackerman founded Americans Elect, a political party created to allow American voters to nominate their own candidate for the 2012 U.S. presidential election. Ackerman's scholarship on nonviolent civil resistance and regime change is said to have influenced the strategy and tactics behind the Arab Spring.

- The Breakthrough Leadership Award to Patricia and Madhav Dhar for their commitment to philanthropy and leadership in the development of the non-profit sector

The evening's centerpiece was a riveting reading of Eve Ensler's "I Am An Emotional Creature" by Emmy-, Tony- and Grammy Award winner Cynthia Nixon and her daughter, Samantha Mozes.

In New Delhi:

Breakthrough amplified, literally and figuratively, the discussion of taboo topics by hosting an extraordinary public event: a free celebration at the Akshara featuring a standing-room-only production of the groundbreaking — and, for Delhi, unusually radical — show *The Vagina Monologues*. One thousand people from all walks of life attended the event, with many viewing on video screens set up to accommodate the unprecedented crowds.

In Mumbai:

The fashion fraternity joined Breakthrough's call to ring the bell against domestic violence. Designers Aki Nerula, Lecoanet Hemant and Narendra Kumar crafted Bell Bajao totes and tees to raise further awareness of violence against women and presented them in high style at a party hosted by Literary magazine *Muse* and leading lifestyle glossy *Verve* at Tarini Jindal's boutique. The tees and totes were later featured in *People* magazine.





PRESENTING BREAKTHROUGH'S WORK AROUND THE WORLD.

HIGHLIGHTS

Croatia, June 2010

Sonali Khan and Bindu Madhavi shared Breakthrough's best practices at an international workshop convened in Dubrovnik to create entertainment education supporting public health and social justice. Their contributions will be used in the development of a new social justice entertainment program in up to twelve countries.

Canada, June 2010

Heidi Boisvert presented Breakthrough's ongoing and expanding work in online/video games for social justice at The Banff Centre, where global thought leaders in creative pursuits gather to explore ideas and develop solutions in the arts and leadership.

Austria, July 2010

Sonali Khan participated in the International AIDS Conference in Vienna, the premier gathering for organizations, policy-makers, and individuals committed to ending the AIDS pandemic. She brought Breakthrough's innovative work in awareness-raising to the collective work of charting a course forward.

Italy, August 2010

Mallika Dutt joined other leaders and stakeholders in the human and civil rights community at a meeting at the Bellagio Center in Italy convened to discuss building a human rights commission in the United States.

Switzerland, November 2010

Breakthrough's documentary *Face the Truth: Racial Profiling Across America* was presented at the United Nations Universal Periodic Review of the U.S. Human Rights Record in Geneva, complementing 24 reports filed by U.S. human rights organizations.

Bangladesh, October 2010

Sonali Khan participated in the Seventh Biennial UNIFEM Meeting in Dhaka, convened primarily to review and act on the outcomes of the 15-year review of the Beijing Declaration and Platform for Action adopted in 1995 by the Fourth World Conference on Women.

Dubai, September 2010

Mallika Dutt discussed the role of good governance and transparency in advancing human rights at the Summit on the Global Agenda: a gathering of the World Economic Forum's Network of Global Agenda Councils, the world's most influential thought leaders in academia, business, government and society. More than 700 participants convened to set priorities and create solutions for global challenges.

United States, October 2010

In a keynote address entitled *Changing the Frame*, Mallika Dutt discussed the use of popular culture, media and education as potent tools for transforming attitudes and advancing equality, justice and dignity. The Bioneers Conference is a leading-edge forum presenting breakthrough solutions for people and the planet. In 2010 conference, social and scientific innovators focused on solutions inspired by nature and human ingenuity.

BREAKTHROUGH IN THE GLOBAL PRESS.

WORK AROUND THE WORLD

20000 Dialogues
Aaj Samaj
AArisings
ACLU – Blog of Rights
afaqs!
AllVoices
AlterNet
Amar Bharti
Amar Ujala
Amruthavani
Angryasianman.com
AOL News
APA for Progress
Art Threat
Awadhnama
Awaz-E-Mulk
Backup
BBC
BBC Arabic
Beltway Blips
Bharatdoot
Blackandpink.org
Blogger.com
Border Explorer
BroadwayWorld.com
Care2.com
Causecast
Change.org

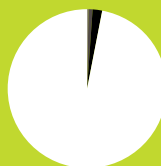
Chetna Vichardhara
Chron.com
Citizen Orange
Colorlines.com
Cosmopolitan
Critical Mass Progress:
Educate, Agitate, Organize
Daily Kos
Daily News and Analysis
Dainik Aaj
Dainik Bhaskar
Dainik Hindustan
Dainik Jagran
Dainik Janwani
Dainik Prabhat
Dainik Saha Times
Deccan Herald
Delhi Times
Departamento19
Detention Watch Network
Diario La Verdad
DNA (Daily News & Analysis)
EchoDitto
El Diario La Prensa NY
El Sentinel
Elites TV
Esperanzas
FBomb.org
Femina
Feminist Law Professors
FilmTheNext
FIRM
Gangavahini
Global Voices
GRITtv

Hari Bhoomi
HeadCount
Hi! Blitz
Hindustan Times
Hindustan Times Café
Hispanically Speaking News
HT City
HT Edge
HT Live
Humsurfer
Immigration Prof Blog
India Abroad
India Report
Indian Express
Internet Video Magazine
IntraHealth Global Health Blog
iThentic
ITV Gold
Jack and Jill Politics
Janmukh
Jansatta
Janvarta
Just Detention International
Justice for all
Kalbharo
Kalyug Darpan
Kannada Prabha
Kashivarta
Lassi with Lavina
Latina Lista
Lez Get Real
Link TV
Loksatya
Love Isn't Enough
Made in L.A.

Mahamedha	PrernaLal.com	The Jaded Hippy
Mail Today	Press TV	The Leadership Conference
Manav Jagat	Profane Existence Distribution	The New York Times
Manyawar	Punjab Kesari	The NRI
Mid Day	Que Pasa Mi Gente	The Opportunity Agenda
Movements.org	Questioning Transphobia	The Pioneer
MSN.com	Race-Talk	The Statesman
Mudgal Times	Racialicious	The Sunday Tribune
My School	Raising Cain	The Telegraph
MyDD	Rashtriya Sahara	The Times of India
Naiduniya	Rashtriya Swarup	The Unapologetic Mexican
Navbharat Times	RESET	The Wall Street Journal
Nazar Aag	RU12?	United Bharat
New America Media	Samachar Jyoti	United Nations Radio
New Media Blog (Purchase College)	Samyukta Karnataka	Univision
NewYorkCityTheatre.com	Schema Magazine	Verve magazine
News Channel No.1	SDGLN.com	VidOpp
Ningin	SiliconIndia.com	Vijaya Karnataka
Noticias24	Spast Awaaz	Vishav Manav
NY1	StyleaBlaze	Viva la Feminista
Nyayadeesh	Sunday Business Standard	Vivir Latino
NYIHA MEDIA	Swatantra Chetna	Voice of America
Online Video Contests	Teensource.org	Voice Of Lucknow
Out for Justice (NCLR)	TG Life	Waris-E-Awadh
Parlour	The Asian Age	Wave Movement
People	The Bilerico Project	WBAI
PinkBananaWorld.com	The Economic Times	WomenofGreen.com
Pioneer Hindi	The Gaea Times	Women's Feature Service
Playbill.com	The Haak	Yahoo! En Espanol
Prajapragathi	The Hindu	Zee News
Prajavani	The Huffington Post	
	The Indian Express	

FINANCIAL REPORT.

INDIA REVENUE



Grant Funding	\$932,099
Interest Income	\$16,537
Earned, Sales & Miscellaneous	\$10,499
Royalties	\$137
TOTAL	\$959,272

EXPENSES



Program	\$836,215
Administration	\$93,422
Capital	\$7,388
TOTAL	\$937,025

Exchange rate is 1 USD = 45 INR

U.S. REVENUE



Foundations	\$804,012
Special Events, Individuals & Corporations	\$490,767
In-Kind	\$253,999
Interest	\$21,748
Other	\$323
TOTAL	\$1,603,352

EXPENSES



Program	\$1,207,942
Development	\$264,293
Administration	\$176,532
TOTAL	\$1,648,767

\$100,000+

Dutch Ministry of Foreign Affairs
MDG3 Fund
Ford Foundation
Open Society Institute
OXFAM/NOVIB
Sigrid Rausing Trust
Starry Night Fund of The Tides
Foundation
UN Trust Fund to End Violence
Against Women
UN Women

\$50,000+

Anonymous
Asia Foundation
The Jacob and Hilda Blaustein
Foundation
Cordaid
The Nathan Cummings Foundation
Madhav & Patricia Dhar
EMpower
Proteus Fund – National Security and
Human Rights Pooled Fund
Preethi Krishna & Ram Sundaram
U.S. Human Rights Fund/Public
Interest Projects

\$25,000+

Nasser Ahmad & Romita Shetty
Anonymous
Michael J. Hirschhorn & Jimena P.
Martinez
The Libra Foundation
The Overbrook Foundation

\$10,000+

Simi Ahuja & Kumar Mahadeva
Anonymous
BNP Paribas
Bank of America Merrill Lynch
Barclays
Deutsche Bank
Olivia Graham &
Cyril Moulle-Berteaux
Vijay Jayant & Bharti Malkani

L. Camille Massey
Morgan Stanley
Options Group
StormHarbour
Seran Trehan
UBS
V-Day
Deborah & Jeffrey Zajkowski

\$5,000+

Kuljinder Chase
Bill Gardiner Jr. & Judy Larson
Christine A. McConnell
Jennifer Roach
Krishen & Martha Sud

\$1,000+

Americans Elect
Nanda & Vijay Anand
Denise Anderson & Paula Bosco
Emily Appelson-Blavatnik
Ishmael Beah
Stuart Bohart
Dominique Bravo & Eric Sloan
Michael Burke
Maribel Cabrera
Mohammed Hasan Chandoo
Cynthia Chang & Brian Scanlan
Citigroup
Teresa Clarke
Credit Suisse Holdings USA, Inc.
Dr. Robert Detweiler & Dr. Leslie
Sokol
Dewey & LeBoeuf LLP
Abigail Disney
Mallika Dutt
Eve Ensler
Susan Gosin
Anita & Ashwini Gupta
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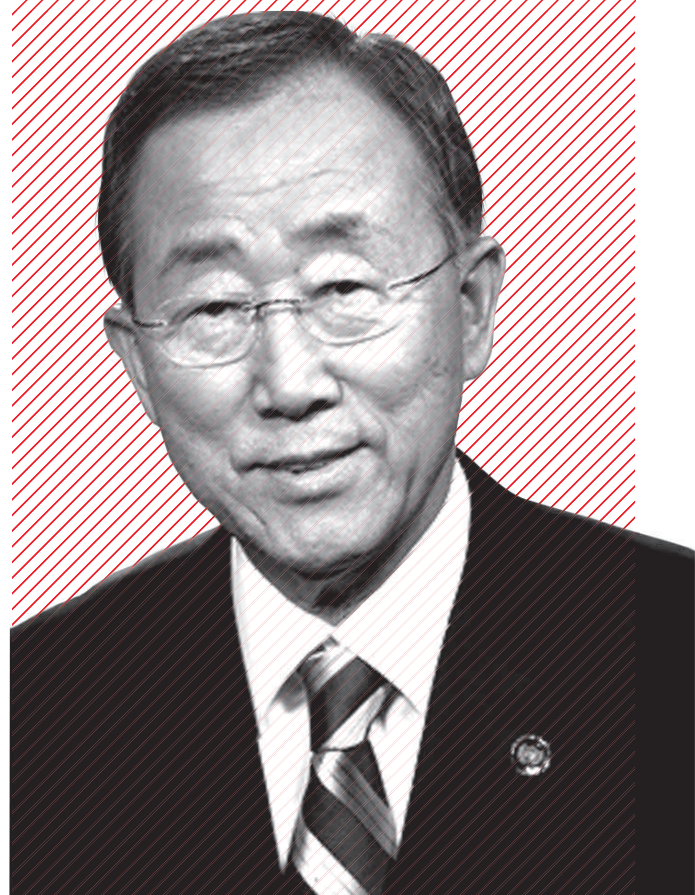
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“There is one terrible problem that we can address as individuals: violence against women. Millions of men and boys in many countries are stopping this violence — just by lifting one finger. When they suspect that they hear the sounds of a woman or girl being abused, they ring the doorbell and ask an innocent question, like, ‘Can you tell me the time?’ This is a simple step, but a very effective one. It interrupts what’s happening. It shows that people are watching and listening. It may give a woman the chance to escape. It helps to stop the violence. It is a powerful way for men and boys to make a difference. The idea began in India. In Hindi, it is called ‘Bell Bajao,’ which means ‘Ring the Bell.’ Now we want the whole world to join us. ”

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