

# break through

building human rights culture  
2008 ANNUAL REPORT



Breakthrough is an innovative, international human rights organization using the power of popular culture, media, and community mobilization to transform public attitudes and advance equality, justice, and dignity. Through initiatives in India and the United States, Breakthrough addresses critical global issues including violence against women, sexuality and HIV/AIDS, racial justice, and immigrant rights.

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# About Breakthrough

## our mission

**Breakthrough is an innovative, international human rights organization using the power of popular culture, media, and community mobilization to transform public attitudes and advance equality, justice, and dignity.**

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

## deep impact

Breakthrough has emerged as a leading resource for innovative multimedia campaigns that transform attitudes, increase knowledge, and engage audiences in dialogue about critical social justice issues. We reach millions with our cutting-edge multimedia campaigns.

Breakthrough continues to evolve as we explore new ideas and use technology, media, and popular culture to effectively enrich understanding and advance change. We multiply our reach and impact through strategic public and private partnerships. We work with the advertising and entertainment industries, community-based organizations, government agencies, youth groups, and human rights networks and organizations to ensure that diverse communities and individuals become agents of change.

# Letter from the Executive Director



## Dear Friends,

In 2008, Breakthrough played a significant role in reframing public discourse around key human rights issues in the world's two largest democracies, India and the United States. By harnessing the power of popular culture in conjunction with grassroots community engagement, Breakthrough was able to reach more people than ever before and the impact has been remarkable.

In India, where the status of women continues to be one of the most intractable issues, Breakthrough has continued its efforts to break the silence around domestic violence and HIV/AIDS. We invited men and boys to *Ring the Bell* for justice through *Bell Bajao!*, a high-profile multimedia campaign that reached millions thanks to a groundbreaking partnership with the Indian government. Breakthrough's Rights Advocates were able to bring this message directly to the streets through Video Vans that traveled to small towns that serve as the frontlines in the struggle for women's rights. And for the fourth year, the Indian public was able to locate their experiences in a global context through the Tri Continental Film Festival, the only festival in India that brings human rights films from the global south to both major cities and small communities around the country.

In the US, Breakthrough continued to focus our efforts on the rights of immigrants. Where public debate has largely demonized immigrant communities, Breakthrough's *ICED - I Can End Deportation* and *Homeland Guantanamos* put individuals in the shoes of those most vulnerable to detention and deportation through interactive multimedia experiences. These "serious games," along with our video stories highlighting personal struggles for freedom and citizenship, have shown millions that when due process and human rights are denied to some, we are all at risk.

In 2008, Breakthrough has emerged as a leading resource in the human rights and immigration fields. Organizations around the globe used our short films, games, and Web 2.0 tools in their communities and we enthusiastically shared our strategies through capacity-building workshops and speaking engagements around the world, including presentations to international policy-makers at the United Nations.

Through the power of media, we have engaged millions of people around human rights issues, and, with new leadership in Washington and New Delhi, the future is full of possibility. We invite you to join us in creating an equitable world where dignity and justice are ensured for all and thank you for your continued support!

**Front Cover, Left to Right:** John L. Thornton at the Breakthrough Gala, Rights Advocates Workshop, Characters from the *ICED - I Can End Deportation* Video Game; **Back Cover, Left to Right:** Young filmmaker, Breakthrough at the Games for Change Festival in New York City, *Bell Bajao!* Campaign Poster.

Warm regards,

Mallika Dutt, Executive Director



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Breakthrough strives to reach people where they are. With the *Bell Bajao! Ring the Bell!* campaign against domestic violence in India, Youth Rights Advocates engaged men in small rural towns by coming to them and presenting the campaign's powerful video pieces from a mobile screen. This innovative outreach sparks meaningful community dialogue around otherwise taboo issues.



## A multimedia call to action against domestic violence

Breakthrough believes that men and women must be joint partners in the effort to end gender-based violence. Building on the successful strategy of combining mass media and grassroots education established with the *Is This Justice?* campaign, Breakthrough launched *Bell Bajao! (Ring the Bell!)* in August 2008, calling on men and boys to intervene in situations of domestic violence.

Working in partnership with India's Ministry of Women and Child Development, Breakthrough produced high-profile television, radio, and print ads, which were created pro bono by the Ogilvy & Mather advertising firm.

Bollywood actor Boman Irani bolstered the campaign by lending his celebrity endorsement, and Breakthrough is engaging other male leaders to publicly take a stand against domestic violence. In addition to widespread media coverage, there has been overwhelming response from local leaders, including government officials and police.

The blog on the *Bell Bajao!* website provides a platform for meaningful dialogue about domestic violence for witnesses, victims, and advocates that was previously nonexistent in India. Breakthrough is working to democratize media by inviting all visitors to the site to create their own blog and share their story. Over 10,000 people have visited the site from India, Pakistan, United Arab Emirates, Bangladesh, Saudi Arabia, Singapore, Hong Kong, Kuwait, Sri Lanka, China, Thailand, Qatar, and Nepal.

**124 million** have been invited to *Ring the Bell!* through television, radio, and print ads

**2.7 million** were reached by the traveling, interactive Video Vans

*Bell Bajao!* won the award for **Best Integrated Campaign of the Year** at Goafest 2009

[www.bellbajao.org](http://www.bellbajao.org)

"More women than ever before are coming forward to demand their rights and voice their experiences. So go ahead and ring that bell. No one deserves to feel frightened in their own home."

- Neelam Raaj, *Times of India*

## deep impact

Breakthrough worked closely with the Centre for Media Studies to evaluate the effectiveness and impact of *Bell Bajao!*. Quantitative and qualitative tools were used among target groups to capture nuanced changes in attitudes towards domestic violence and discrimination faced by women.

In surveys conducted in the states of Uttar Pradesh, Karnataka, and Maharashtra, nearly 80% of respondents said that community and family members should intervene when a husband abuses his wife.

Top: On August 20, 2008, Renuka Chowdhury, Minister of Women and Child Development, unveiled the *Bell Bajao!* poster.

Middle: Bollywood actor Boman Irani launched the campaign in Mumbai on September 16, 2008.

Bottom: The *Bell Bajao!* Video Vans were on the road for 150 days, traveling 80,000 kilometers and engaging men and boys directly through games, street theater, audio visual tools, and quizzes.

Below Left to Right: *Bell Bajao!* was featured in *Jagran Pehal* and *Free Press*.





# Rights Advocates Program

Securing women's rights by supporting the current and next generation of human rights leaders

Breakthrough believes that education and training can transform an individual into a catalyst for change. In India, where the status of women is one of the most pressing issues, the Rights Advocates Program empowers grassroots organizations and college-age youth to transform the culture of oppression within their communities.

Representatives of hundreds of community groups including government institutions, women's organizations, and groups working to alleviate poverty and secure livelihoods, have become Rights Advocates. Empowered by tools for facilitating dialogue in their communities, these men and women work to transform attitudes towards girls and women to prevent female infanticide, sexual assault, and other forms of violence against women.

Many Rights Advocates become mentors to new participants including the next generation through the Youth Rights Advocates program. Engaging young men and women aged 18-24 mostly from marginalized communities with little formal education, this year-long training uses a non-judgmental approach to explore the interconnected issues of HIV/AIDS, sexuality, and gender. Participants become agents of change – organizing fun and interactive public events that promote understanding amongst their peers, families, and throughout their communities.

India's Protection of Women From Domestic Violence Act (PWDV Act) 2005 is a groundbreaking piece of legislation, but enforcement continues to be a challenge. Rights Advocates of all ages have become important proponents of the Act, taking its message to communities around the country.



1,777 became Rights Advocates

50,000 were reached through the work of Rights Advocates of all ages

"Breakthrough opened my eyes to the fact that when we are born, we are equal."

- Tamana, 20-year-old female university student



## reaching the public

Male graduates of the Rights Advocates Program brought the *Bell Bajao!* campaign against domestic violence directly to men and boys, encouraging them to become advocates for women's rights via an innovative Video Van. Traveling to six districts in Uttar Pradesh, Maharashtra, and Karnataka, the van was used as a platform to facilitate dialogue and disseminate multimedia materials about domestic violence, sexuality, and HIV/AIDS.

Below: Participants in Breakthrough's Rights Advocates Program are committed to facilitating dialogue in their communities.



## partners around india

**New Delhi**  
Jamia Millia Islamia University  
Institute of Home Economics  
American India Foundation

**Maharashtra**  
Aurangabad Network of Positive People  
Men Against Violence and Abuse, Pune

**Karnataka**  
Citizens Alliance For Rural Development and Training Society (CARDTS)  
Development Education Service (DEEDS)  
Karnataka State Trainers Collective (KSTC)  
Meridian College, Mangalore  
Mangalore University  
Bhokura Charitable Trust, Dharwad  
Asha Foundation  
Social Education Vocational Association, Raichur  
Jagruthi, Bangalore  
Canara Organization for Development and Peace (CODP), Mangalore  
Malnadu Sewa Trust, Shimoga  
Shree Kshethra Dharmasthala Rural Development Project (SKDRDP)  
Udipi Network of Positive People  
Hongirana Network of Positive People, Mangalore  
Tarikita, Mangalore

**Jammu and Kashmir**  
Women in Security, Conflict Management and Peace (WISCOMP)

**Uttar Pradesh**  
Uttar Pradesh Network of Positive People  
Gorakhpur Network of Positive People  
Family Planning Association of India, Lucknow  
Laxmi, Lucknow and Hardoi  
Jan Shikshan Kendra, Akbarpur  
Udayan Care, Greater Noida  
Sakhi Kendra, Kanpur  
Society for Peoples Integrated Development, Sonbhadra  
Astitva, Muzzafarnagar



# TRI Continental Film Festival

Asia  
Africa  
America

## Human Rights in Frames

The Tri Continental Film Festival (TCFF) uses the power of cinematic storytelling to engage audiences in South Asia, Africa, and South America around global human rights issues. TCFF acknowledges that cultural expression can both entertain and inform mass audiences. Each country curates its own film festival while adhering to these human rights values and goals. Since Breakthrough began presenting TCFF in India in 2004, the festival has emerged as the leading platform for human rights cinema in the country.

In 2008, after receiving more than 250 submissions from around the world, the TCFF's international jury of preeminent filmmakers and academics chose 23 films that explore social and political struggles and movements from across the global south. The festival was inaugurated in New Delhi by the Chief Minister, Ms. Sheila Dikshit, and audiences had the opportunity to engage with festival filmmakers including Micha X. Pelad, Director of *China Blue*, Lorena Torrens, Director of *Reinalda Del Carmen*, and Parvez Sharma, Director of the 2008 TCFF Jury Award Winner *A Jihad for Love* (pictured).

After screening the festival at mainstream venues in the major cities of New Delhi, Mumbai, Bangalore, and Kolkata for diverse sold-out audiences, the festival traveled around the country to college campuses and community venues through partnerships with civil society organizations, government agencies, the entertainment industry, and educational institutions. The impact of screenings were maximized through panels, workshops, and discussion forums.

The festival was screened at **more than 30 college campuses** around India

**More than 29,000 people** attended screenings in 2008

In 2008, the festival was screened **27 times** in **18 cities** around India

[www.triconfilm.com](http://www.triconfilm.com)

"This film festival focuses on human rights issues and aims at making audiences think."

- The Statesman, 2008

### partnerships include

Federation of Film Societies  
of India

Uhuru Productions

Habitat Film Club

Jindal Arts Center

India Habitat Center

Cine Central

Bangalore Film Society

Alliance Française de Delhi

Swayam

### films by theme

#### IMAGINARY HOMELANDS

*El Charango*  
*Assaulted Dream*  
*From Dust*  
*Pirinop, My First Contact*  
*The Mall on Top of My House*  
*You, Waguih*

#### MEDIUM IS THE MESSAGE

*Hip-Hop Revolution*  
*Independent Intervention*  
*Kings & Extras*  
*Movement (R)evolution Africa*  
*VHS Kahloucha*

#### GAZE ENGENDERED

*The Women's Kingdom*  
*A Jihad for Love*

#### CUBA SPOTLIGHT

*The Hands of Che Guevara*  
*With or Without Fidel*

#### VANISHING HISTORIES

*The Halfmoon Files*  
*Reinalda Del Carmen, My Mother & Me*

#### TRIUMPH OF THE WILL

*Thousand Days and a Dream*  
*China Blue*  
*The Devil Came on Horseback*  
*In the Tall Grass*  
*It's Always Late for Freedom*  
*I Want to Be Pilot*

Right, Top to Bottom: A scene from *China Blue*, the TCFF Awards Ceremony, an audience at a festival screening, and a scene from the animated film *The Mall on Top of My House*.

Below, Left to Right: The Tri Continental Film Festival was featured in the *Hindu Metro Plus* and *Time Out Delhi*.

**For a dialogue**  
**DOCUMENTARY**  
**A film festival with a purpose**

Breakthrough, an international human rights organisation is hosting The Tri Continental Film Festival-2008 at the India Habitat Centre. The festival, on till this coming Monday, features 20 films from 18 countries.

Brazil re-enact the "first contact" with the white men for the younger generation, telling the story themselves without hiding failures or claiming innocence. It is a film on displacement, violation of a civilisation yet invoking a desire to retain old wisdom. "It's Always Late for Freedom" portrays three youth being held in a correction centre in Teheran and through exposing the viewer's problems.

**World**

**China Blue**  
Global warming.

The Tri Continental Festival, organized by Breakthrough, is an annual showcase of the best in human rights cinema from Asia, Africa and Latin America. This year the selection of 23 documentaries and short films reflects on the effects of war and civil unrest, poverty and inequality. A film festival that travels through continents, the preservation of memory of human rights through oral history, and the power of cinema to shed light on the world's most pressing issues.

Micha X. Pelad's winning film *China Blue* targets the human rights organisation Breakthrough that is an annual showcase of the best in human rights cinema from Asia, Africa and Latin America. Through the case study of the world's largest production system of slave labour, the film reveals the harsh reality of the Chinese labour market. The story unfolds through a series of interviews with Chinese workers who are trapped in a cycle of debt and exploitation. The film is a powerful statement on the need for human rights in the global economy.



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In June 2008, Breakthrough was invited to present the *ICED – I Can End Deportation* video game at the 5th Annual Games for Change Festival. Hosted by Parsons, The New School for Design in New York City, the convergence brought together academics, activists, non-profits, and funders to explore the latest in serious games and their real-world impact. Participants were able to play the game onsite, stepping into the shoes of immigrants struggling against unjust United States policies.





# I CAN END DEPORTATION

A videogame changes attitudes about immigration policies

Launched in February 2008, *ICED - I Can End Deportation* is a free, downloadable, 3D video game that teaches players about the effect of U.S. immigration detention and deportation laws on human rights. By putting players in the shoes of immigrants struggling to live, study, and work in the U.S., the game reframes the immigration debate and demonstrates the importance of due process and fairness for all.

*ICED* was developed in partnership with educators from City University of New York's Performance and Interactive Media Arts Program and more than 100 New York City high school students.

Breakthrough developed a standards-compliant high school curriculum and discussion guide for educational institutions and community groups, which also includes secondary resources and action ideas.

*ICED* has been introduced to school groups, community centers, universities, and human rights organizations and has been presented at the annual conferences of the U.S. Human Rights Network, the Center for Social Media, and Global Kids.

In partnership with the Education Development Center's Center for Children and Technology, Breakthrough completed a comprehensive evaluation of *ICED*, which indicated that game-play led to positive changes in attitude and knowledge around immigration issues. This evaluation has reshaped dialogue within the field regarding the potential of new media as a public education tool.

28 million have been reached by mainstream media coverage of the game

There have been more than 120,000 visits to the *ICED* website

People from 151 countries including Brazil, Russia, and Mexico have visited the site

www.icedgame.com

"This is not your usual computer game. *ICED* represents a new wave in programming."

- ABC News, 2008

## game play

Throughout the game, players must make moral decisions, answer myth and fact questions about current immigration policy, and avoid being picked up by ICE agents.

Incorrect choices increase chances that players will be thrown into immigrant detention. Once in detention, players experience physical separation from family and unjust conditions as they wait – often for unknown amounts of time – for the random outcome of their case: deportation, indefinite detention, or citizenship.

Top: Breakthrough worked closely with students to develop *ICED*.

Middle: *ICED* was a hit at the 5th Annual Games for Change Conference in New York City.

Bottom: *ICED* garnered widespread media coverage including CNN, MTV News, Gothamist, and The Huffington Post.

Below, Left to Right: *ICED* was featured by ABC News, Los Angeles Times, Game Daily, and more.





# Homeland Guantanamo



The untold story of immigrant detention in the U.S.

Building off the momentum of the *ICED* video game, Breakthrough launched the *Homeland Guantanamos* campaign in September 2008.

Visitors to the *Homeland Guantanamos* website assume the role of an undercover journalist in an immigrant detention center investigating the real-life case of Boubacar Bah who died in detention on May 30, 2007.

Developed in connection with the Rights Working Group's campaign, *Hold the Department of Homeland Security Accountable*, the multimedia site incorporates documentary videos of former detainees and their family members describing their experiences with detention. These powerful films give a voice to the vulnerable individuals, legal and undocumented, exposed to deplorable medical conditions, abuse, and lack of due process while in detention.

As visitors navigate through a simulated detention center, they learn about the documented ordeals of immigrant detainees. Players develop an understanding of the human rights impact of unfair laws, regulations, and law-enforcement agents on all immigrants: legal residents, asylum seekers, students, and the undocumented.

The *Homeland Guantanamos* website also features ideas for actions, resources, and a discussion guide for community groups.

Since 2003, 104 people have died in immigrant detention facilities like Guantanamo Bay

More than 61,000 people have visited the Homeland Guantanamos website

Nearly 300,000 people are in detention due to unfair Department of Homeland Security policies

[www.homelandgitmo.com](http://www.homelandgitmo.com)

"Breakthrough seeks to galvanize young people by using the new tools of popular culture to put them in the shoes of legal and illegal immigrants."

- New York Times, 2008



## an interactive multimedia experience

Visitors to [www.HomelandGitmo.com](http://www.HomelandGitmo.com) hear the real stories of a pregnant woman forced to give birth in shackles, an HIV+ man denied medication, a teenager separated from her family, and a war veteran placed in solitary confinement for challenging abuse.

Above and Right: Visitors to the *Homeland Guantanamos* website enter a virtual world of detention.

Below, Left to Right: *Homeland Guantanamos* was featured in *GamePolitics.com*, *The New York Times*, *Global Voices*, and more.





# Web 2.0 Trainings

Building the capacity of social justice advocates to maximize their online impact

Breakthrough has been an early adopter of technological tools since its founding. As the internet offers new opportunities for social networking through sites like YouTube and Facebook, Breakthrough has developed strategies to get our human rights message to new and diverse communities.

With the goal of building the capacity of the non-profit sector, Breakthrough developed a Web 2.0 Training focused on maximizing online impact. Supported by the U.S. Human Rights Fund, Breakthrough partnered with Opportunity Agenda and WITNESS to present four two-day regional trainings in Chicago, Atlanta, Los Angeles, and New York.

Attendees included representatives from a broad range of organizations including regional advocacy groups and national groups like the ACLU and Amnesty International as well as independent consultants and advocates with an interest in new media and video.

Breakthrough presented hands-on video production workshops and shared methods for sending targeted messages to wide audiences. Trainings included tips on increasing traffic to your website by getting the attention of bloggers and online journalists.

Developing strategic messaging that moves hearts and minds remains one of the primary and most difficult tasks in effective communications. Breakthrough's Web 2.0 Trainings have enabled us to share our successes with others committed to social change.

115 people from diverse organizations attended the Web 2.0 trainings

Trainings were held in Chicago, Atlanta, Los Angeles, and New York

# Video Stories

Exploring the immigrant experience and exposing injustices in the United States detention system

## 1. *Death by Detention*

The story of Sandra Kenley, a 52-year-old grandmother, who died due to neglect in immigration detention after living in the U.S. legally for 33 years.

## 2. *Denied Medical Care:*

### *An HIV+ Detainee Speaks Out*

Ali, an HIV+ gay man living in New York City for 30 years with a green card, is abused and denied access to HIV medication in detention.

## 3. *Shackled and Detained:*

### *A Pregnant Woman's Story*

Juana Villegas from Mexico was nine months pregnant when she was detained and kept in shackles while giving birth.

## 4. *Agatha: Teenage Daughter*

### *Suffers in Immigrant Detention*

Agatha Joseph's teenage daughter is detained and subjected to unsafe conditions, harsh treatment, and dirty facilities for three years.

## 5. *Army Man Fights for Justice*

After returning home from military service in Iraq with post-traumatic-stress-syndrome, Warren Joseph from Trinidad was detained and abused physically and psychologically for three years.

## 6. *America's First Coloring Book*

See what happens when a newborn country draws the line on immigration.

## 7. *ICED - The Immigrant Shuffle*

Learn about due process and human rights by stepping inside the shoes of an immigrant.

## 8. *The I'mMigrant Timeline:*

### *Learn Your History*

An exploration of our unique and diverse cultural experiences through personal storytelling.

## 9. *What Do You Think U.D.H.R. Stands For?*

In 1948, the Universal Declaration of Human Rights was created in the hopes of establishing peace and justice throughout the world.

## 10. *Don't Deport Me, Scotty*

A member of a popular space crew finds his status in question.





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Former board member, Dr. Shashi Tharoor, addresses the crowd at the annual Breakthrough Gala at Cipriani on 42nd Street in New York City.



# Honoring Human Rights and Corporate Leaders

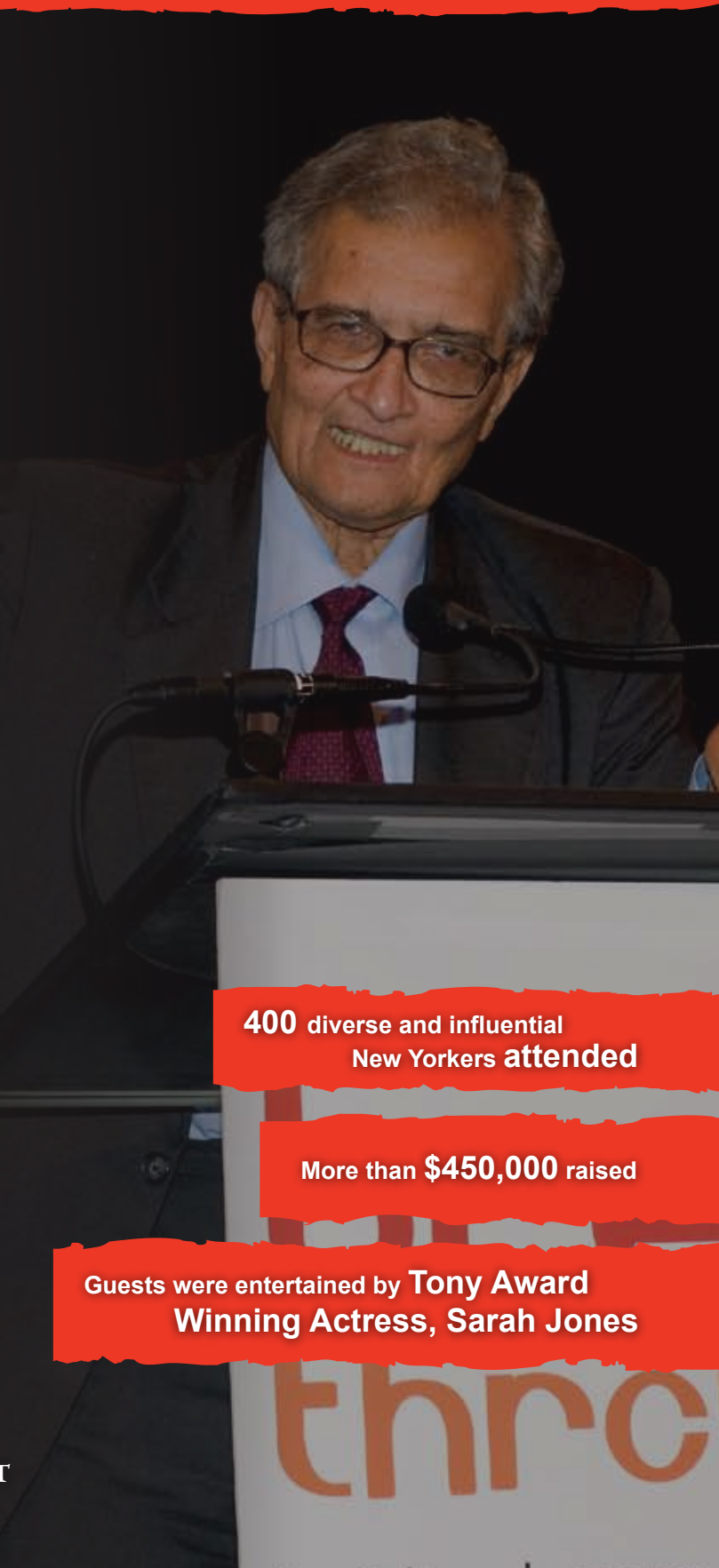
## The Breakthrough Inspiration Awards

On October 17, 2008, the annual Breakthrough Inspiration Awards were presented to Nobel Laureate Amartya Sen and former President of Goldman Sachs, John L. Thornton.

Amartya Sen is a Lamont University Professor of Economics at Harvard University and has written extensively on social and economic development, with a focus on inequality, the status of women, and the need for education. Sen shared his thoughts with the attendees: "Women's deprivation happens to be one of the gigantic problems that India faces. In dealing with this hardened deprivation, what you need is a kind of public movement...Breakthrough does really remarkably good work in this area."

John L. Thornton has emerged as a leading expert on US-China relations and is the Director of the Global Leadership Program at Tsinghua University in Beijing. Thornton, a former President of the Goldman Sachs Group, spoke of the enormous need for organizations like Breakthrough in an increasingly interdependent, globalized world.

Former UN Undersecretary General Shashi Tharoor served as Gala Chair. Author, peace-keeper, refugee worker, human rights activist, and now member of the Indian Parliament, Tharoor applauded Breakthrough's approach to human rights: "These are very creative, very clever ways of tackling these issues."



400 diverse and influential  
New Yorkers attended

More than \$450,000 raised

Guests were entertained by Tony Award  
Winning Actress, Sarah Jones

"If you want to change the world, it requires a huge combined social effort. I am delighted to see that all of you are here to support an organization that places the integrated effort of human beings working together in the forefront."

- Amartya Sen at the 2008 Gala

The Breakthrough Inspiration Awards honor individuals who make great strides to advocate for human rights across the globe.

Left: Amartya Sen addresses the Gala attendees.

Below: John L. Thornton, Mallika Dutt, and Shashi Tharoor take the stage.

Right top: Tony Award Winner Sarah Jones of *Bridge and Tunnel* performs for the crowd.

Right middle: Attendees bid in the auction.

Right bottom: Dance and drum troupe Forces of Nature entertains the audience.





# International Engagement

## Fighting for justice on a world stage

### United Nations, February 2008

Breakthrough was featured in a panel organized by the UN Commission on the Status of Women exploring the interconnections between women's housing rights and the likelihood of contracting HIV. The discussion highlighted creative strategies being used on-the-ground to promote women's rights to land and property within the context of reducing the spread of AIDS.

### United Nations, November 2008

Executive Director Mallika Dutt screened clips from the *Bell Bajao!* and *Is This Justice?* campaigns and discussed Breakthrough's approach to women's rights as part of UNIFEM's briefing *Violence Against Women: 16 Days to Make a Difference*.

### Mexico, August 2008

Sonali Khan, Director of Communications in India, traveled to Mexico to share Breakthrough's work at the International AIDS Conference. While there, she participated in an evaluation workshop facilitated by UNIFEM, which was supported by the UN Trust Fund to End Violence Against Women.

"Your presentation on combating violence against women in India was a call to action. From the spontaneous response of our audience, it was clear that the PSAs created by Breakthrough are very effective."

- Maria-Luisa Chávez, United Nations Department of Public Information

### Switzerland, December 2008

Breakthrough's Aika Khosla, former Associate Director in India, facilitated the workshop *Making Violence Against Women a Priority* at *A Parliamentary Response to Violence Against Women*, a convergence in Geneva, which provided an opportunity for members of parliament from around the world to share strategies for reducing abuse and develop concrete initiatives to improve women's lives.

### South Africa, November 2008

Breakthrough presented best practices to international advocates at the Association for Women's Rights in Development's International Forum in Cape Town. The trip included site visits to Sonke Gender Justice, which uses creative media tools to engage young men, and to Ikamva Labantu, which focuses on education and economic empowerment for disenfranchised populations.



# Press Coverage

## 70 newspapers and magazines including

The Chronicle of Philanthropy  
DesiTalk  
DNA  
El Diario  
The Economic Times  
Express Newsline  
Femina Magazine  
Free Press Journal  
Goa Times  
Herald  
The Hindu  
Hindustan Times  
The Hispanic Outlook in Higher Education Magazine  
India Abroad  
India Currents  
The Indian Express  
LA Times  
Lokmat Times  
Metro  
Miami Herald  
Midday  
Mumbai Mirror  
The Nation  
Navbharat Times  
The New York Times  
NJ Herald News  
NT Network  
The Progressive  
Reuters  
Society  
Statesman  
The Telegraph  
Time Out Delhi  
Times of India  
Variety  
Amar Ujala

## 64 television stations including

BBC America  
BBC Espanol  
Bridges TV  
Business Day-NECN Boston  
CNN En Espanol  
CNN Headline News  
Current TV  
Fox News  
Global TV Brasil  
Headlines Today Channel  
New Delhi  
ITV  
KBAK-TV Bakersfield  
KEZI-TV Eugene  
KFMB-TV San Diego  
KGBT-TV Rio Grande Valley  
KGUN-TV Tucson  
KIMT-TV Iowa/Minnesota  
KLAS-TV Las Vegas  
KMGH-TV Denver  
KOMO-TV Seattle  
KTUL-TV Tulsa/Oklahoma City  
KTVK-TV Phoenix  
KVIA-TV El Paso  
KWHY-TV Los Angeles  
Mega TV  
NDTV  
Noticias 22  
NY 1 News  
SBT TV  
Star TV  
Telemundo  
Televisa NY Mexican TV  
TV Asia  
Univision  
WCBS-TV New York  
WGN-TV Chicago  
WKRN-TV Nashville  
WWMT-TV Grand Rapid

## 135 radio stations including

ABC News Podcast  
Air America  
CBS Radio  
Clear Channel Radio  
Coast to Coast AM with Art Bell  
KALW FM San Francisco  
KEX AM Portland  
KFI AM Los Angeles  
KKOB AM Albuquerque  
KLBJ AM Austin  
KMBZ AM Kansas City  
KNRS AM Salt Lake City  
KNSI AM St. Cloud  
KOGO AM San Diego  
KPRC AM Houston  
KYW AM Philadelphia  
KVIB FM Phoenix  
Mancow Show  
Mario Solis Marich Show  
One World Radio  
WABC AM New York  
WAEB AM 790 Philadelphia  
WBAI FM New York  
WBT AM/FM Charlotte  
WBZ AM Boston  
WCBM AM Baltimore  
WERC AM Birmingham  
WFLA AM Tampa  
WFRA AM Pittsburgh  
WGAU AM Atlanta  
WGHQ AM New York  
WHAS AM Louisville  
WHOP AM Nashville  
WISN AM Milwaukee  
WLS AM Chicago  
WMAL AM Washington DC  
WOOD AM Grand Rapids  
WPRO AM Providence  
WROW Albany  
WTVN AM Columbus

## 104 websites including

ABC News  
About.com  
Atlanta Journal Constitution  
Alternet  
CBS News  
Chicago Sun Times  
Chicago Tribune  
Christian Broadcast News Website  
CNN  
The Conservative Voice  
DNA India  
Express4me  
Fox News  
Globe and Mail  
Google News  
Gulf Times  
The Hindu Online  
IBNLive  
India Times  
Indian Television  
India Post  
Indo-Asian News Service  
Mumbai Mirror  
NDTV  
NetIndia123  
The New York Times  
The NonProfit Times  
Outlook India  
Red Orbit  
Rediff News  
Reuters News Wire  
Reuters  
The Sydney Morning Herald  
Televisionpoint  
Thaindian News  
United Press International  
USA Today  
Washington Post  
Xpress: News  
Yahoo News  
Youth Media Exchange

## 172 blogs including

Angry Asian Man  
Boing Boing  
Cause Global: Social Media for Social Change  
Citizen Orange  
Desi NJ  
Digg  
Editorial Games  
Education Week  
ESPN  
Feministing  
File Front  
Free New Mexican  
Game Daily  
Game Politics  
Gamers Hell  
Gamertell  
Games 4 Change  
Gijit  
Global Kids' Digital Media Initiative  
Global Voices  
Gothamist  
Guanabee  
Happy News  
Huffington Post  
Hyphen  
IGN Entertainment  
Imagine 2050  
Immigration Chronicles  
Immigration Prof Blog  
io9  
LA Times Blog  
Latina Lista  
Latina  
Law Librarian Blog  
Mexicans and Americans  
Thinking Together (MATT)  
Media Rights  
MSNBC - Citizen Gamer  
MySpace Blogs  
National Immigrant Justice Center

New America Media  
(Youth Outlook)  
New American Media  
Panel on AIDS in India  
Para Justicia y Libertad  
Play This Thing  
Race Wire-The Colorlines Blog  
Real Time  
South Asian Journalists Association  
Sandhya Nankani- Literary Safari  
Sepia Mutiny  
Serious Games  
Seriously Fun Media Interactive  
Media for Kids  
Slant Eye for the Round Eye  
Solidarity Across Borders  
Stanford Social Innovation Review  
State of Oppurtunity  
TakePart  
The Angry Indian  
Think MTV  
Water Cooler Games  
Wired



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Interns Akshay Ganesh and Malika Mehta join Breakthrough staff members Julie Griff and Sandy Shin at a Breakthrough fundraising event.



# Supporters

Breakthrough gratefully acknowledges the following individuals, foundations, corporations, and organizations for their support in 2008

## \$100,000+

Ford Foundation  
OXFAM/NOVIB  
Open Society Institute  
Public Interest Projects / Carnegie Corporation  
Public Interest Projects / US Human Rights Fund  
Tides Foundation  
UNIFEM

## \$50,000-\$99,999

American Indian Foundation  
Jacob & Hilda Blaustein Foundation  
Patricia & Madhav Dhar  
Overbrook Foundation  
Public Interest Projects / Four Freedoms Fund

## \$25,000-\$49,999

Roberta & Steve Denning  
EMpower  
Holdeen  
Libra Foundation  
MDG3  
Preethi Krishna & Ram Sundaram

## \$10,000-\$24,999

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Lynn & Patrick Flynn  
Olivia Graham  
David & Barbara B. Hirschhorn Foundation  
Mahadeva Family Foundation  
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Sharmin Mossavar-Rahmani  
Options Group  
Romita Shetty & Nasser Ahmad

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Mark & Anla Cheng Kingdon Foundation  
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Abigail Disney  
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Jimena P. Martinez & Michael Hirschhorn  
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Martha & Krishen Sud  
Seran & Ravi Trehan  
Pallavi & Erik Wahl  
Wal-Mart Foundation

## \$1,000-\$4,999

Aarmer Abdullah  
Margaret Abraham & Pradeep Singh  
Maria Tania & Anilesh Ahuja  
Simi Ahuja & Kumar Mahadeva  
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Aasia P. Arif  
Steven Baum  
Megha Bhouraskar  
Leslie & Ashish Bhutani  
Amer Bisat  
A. Macdonald & Ellen Caputo  
Kamala Cesar-Buckner  
Teresa Clarke & John Ellis  
Combinatorics Capital, LLC  
Urvi Dalal & Nadeem Walji  
Martin Davis  
Antonio Farnos  
Goldman Sachs  
Steven Harris  
Intel  
Tinku Jain  
Natalia Kanem  
Jaishri & Vikas Kapoor

Sameena & Salman Khan  
Sunil Khanna  
Lehman Brothers  
Michelle Lord  
Lyle Foundation  
Ajay Malhotra  
Reena & Sanjay Mithal  
Vijay Nambiar  
Nandini J. & Adil A. Nathani  
Nour Foundation  
Sumati Prabhu  
Jennifer Roach  
Goldman Sachs  
Joanne Sandler & Ray Tekosky  
Reemah Sen & Sumit Roy  
Shubert Organization  
Sir Martin Sorrell  
Marcia & Chris Tucker  
Virtue Foundation  
Jenifer Wanous  
Charles Woo  
Sujatha & Kashif Zafar

## \$500-\$999

Analog Method  
Sarita Bhatt  
Suri Gopalan  
Amita Kalra  
Sharon Kinney  
Marie-Elizabeth Mali  
Giovanna Miller  
Bibhu Mohapatra  
Sonali Mukerjee  
Chris Poth  
Amita G. Rodman & Viren Mehta  
Tani Sanghvi  
Eric Schwinn  
Deven & Anjali Banaik Sharma  
Daniel I. Smith  
Abiraman Subramanian  
Sabina Sudan  
Dorothy Q. Thomas  
Ralph N. Warton, MD  
Deborah & Jeffrey Zajkowski

## up to \$499

Asian American Justice Center  
Josef Asteinza  
Rachel Ayer  
Bhaskaran Balakrishnan  
Indira Banerjie  
Marissa Benetsky  
Gillian Caldwell & Louis Spitzer  
Citigroup  
Pamela Cliszis  
Alex Danso  
Diane & Earl Doppelt  
Eight Square Accounting  
Stella & Mustapha Fizazi  
Tula Goenka  
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Mary Sari  
Aparna Sarma  
David Schneider  
Virginia M. & Edward M. Sermier  
Rubina Shafi  
Rajan Shah  
Neelam Sharma  
Sabrina Singh  
Rebecca Stanko  
Kathryn Weill

## Gala In-Kind

Jaishri Abichandani  
Nasser A. Ahmad  
Aicon Gallery  
Anonymous  
Arriba Arriba  
LaShonda Barnett  
Marissa Benetsky  
Bowery Hotel  
Gazala Chinwalla  
Devi  
Dresscode by Gita  
Era Limousine  
HBO  
Hermes of Paris  
The Indian Hotels Company Limited  
Abu Jani & Sandeep Khosla  
Jet Airways  
Tom Johnson  
Kramer Portraits  
Rob Kutner  
Shaunali Nanda  
NBA  
Sigrid Rothe  
Sundaram Tagore Gallery

## Pro Bono

9 X Network  
Aligarh Network of Positive People  
Alliance Francaise (Delhi and Bangalore)  
Aurangabad Network of Positive People  
Bangalore Film Society  
Big FM  
Blank Horse  
BlogWorks  
Contests2Win  
Dainik Jagran  
Dewey & LeBoeuf LLP  
ETV (Hindi, Kannada, and Marathi)  
Federation of Film Societies of India  
Google  
ibibo  
India Habitat Centre  
Jamia Millia Islamia University  
Jindal Arts Creative Interaction Centre, NCPA Mumbai  
Lokmat  
Mindshare  
Ministry of Women and Child Development  
Ogilvy & Mather  
Nashik Network of Positive People  
Radio City - Lucknow  
Radio Mirchi - Aurangabad, Nashik  
Red FM  
Swayam, West Bengal  
T-series  
Times Now  
UHURU, South Africa  
Viewspaper  
WISCOMP  
Zapack



# Staff and Board

**Mallika Dutt** Executive Director

## india

### staff

**Sanjukta Basu**  
Program Coordinator

**Monica Bhasin**  
Festival Programmer

**Piali Bhattacharya**  
Media Assistant

**Tupur Chatterjee**  
Program Assistant

**Urvashi Gandhi**  
Manager - Community Leadership Program

**Sonali Khan**  
Director of Communications

**Pushkar Kirola**  
Accountant

**Bindu Madhavi**  
Monitoring and Evaluation

**Gautam Marwah**  
Manager-Accounts

**Sunita Menon**  
Director - Education and Training

**Vartika Mishra**  
Executive Assistant

**Vani Periodi**  
Program Manager

**Rajinder Singh Rawat**  
Office Assistant

### former staff

**Kritika Dey**  
**Rashmi Dhanwani**  
**Alika Khosla**  
**Priyanka Sarkar**

### interns

**Deepti Agarwal**  
**Priyanka Chharia**  
**Rohan Ghosh**  
**Saroj Joshi**  
**Lipika Sharma**  
**Shweta Sharma**  
**Makepeace Sitlhou**  
**Aditi Uberoi**

### board of directors

**Bishakha Datta**  
**Neelam Deo**  
**Sanjeev Duggal**  
**Sangita Jindal**

**Suneeta Kar Dhar**  
**Sandeep Khosla**  
**Benu Kumar**  
**Jael Silliman**

### former board

**Abhijeet Chatterjee**

### advisory board

**Micky Bhatia**  
**Rahul Bose**  
**Anjali Gopalan**  
**Indira Jaising**

**Shantanu Moitra**  
**Pankaj Pachauri**  
**Prasoon Pandey**  
**Pramila Phatarphekar**

## united states

### staff

**Heidi Boisvert**  
Multimedia Manager

**Julie Griff**  
Executive Assistant

**Nikki Marron**  
Grants Manager

**Madhuri Mohindar**  
Program Coordinator

**Sandy Shin**  
Program Coordinator

**Marc Sokol**  
Deputy Director

**Crissy Spivey**  
Program Coordinator

### former staff

**Indrani Nicodemus**

### interns

**Perri Chinalai**  
**Amita Dahiya**  
**Akshay Ganesh**  
**Anisha Jhaveri**  
**Melissa Kline**  
**Sophia Song**  
**Ami Thakkar**

### board of directors

**Nasser A. Ahmad**  
**Geoffrey H. Coll**  
**Patricia Dhar**

**Tula Goenka**  
**Michael Hirschhorn**  
**L. Camille Massey**

### former board

**Dr. Shashi Tharoor**

### advisory board

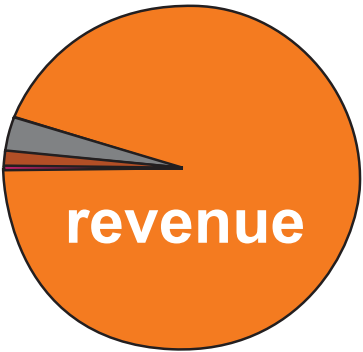
**Salman Ahmad**  
**Priya Bery**  
**Bill Bragin**  
**Gillian Caldwell**  
**Alan Jenkins**  
**Sarah Jones**

**Mira Nair**  
**Lakshmi Pratury**  
**DJ Rekha**  
**Mary Robinson**  
**Joanne Sandler**  
**Diane Dwyer Scanlon**

**Dr. Arvind Singhal**  
**Mona Sinha**  
**Kathy Sreedhar**  
**Dorothy Q. Thomas**

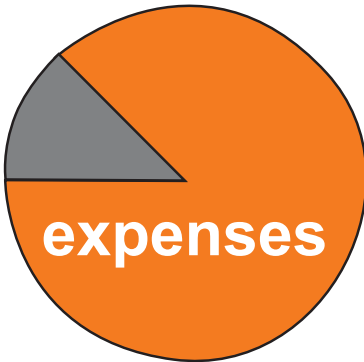
# Financial Statement

## india



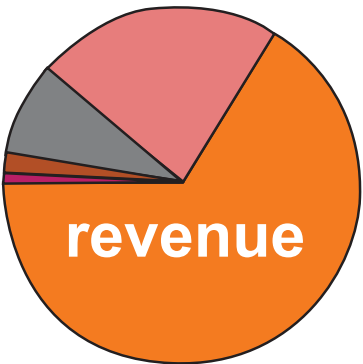
Foundations/UN Grants	484,244
Investment	12,035
Other Income	6,464
Royalties	481
	<b>*\$503,224</b>

\*Does not include \$3,049,155 in pro-bono & in-kind services including a national TV release by the Ministry of Women and Child Development  
For the period of April 1, 2008 to March 31, 2009  
Exchange rate is 1 USD = 44 INR

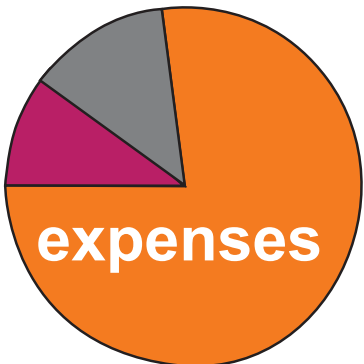


Program	391,779
Administrative	71,045
	<b>\$462,824</b>

## united states



Foundations	773,012
Special Events & Individuals	269,821
In-kind Contributions	90,849
Other Income	24,607
Interest & Investment	10,717
	<b>\$1,169,006</b>



Program	937,052
Administrative	141,351
Fundraising	140,551
	<b>\$1,218,954</b>



# Get Involved

Help us create a just world with human rights for all

Visit our website [www.breakthrough.tv](http://www.breakthrough.tv) to contribute to our efforts in numerous ways:

- Participate in our multimedia projects and share them with your community.
- Become our friend on Facebook, YouTube, MySpace, and other social networks.
- Stay in the loop about upcoming events and new video games, films, and public campaigns by joining our email list.
- Purchase our videos and publications and use them to spark dialogue.
- Support Breakthrough with a donation of any size.

Thank you!