

break
through
building human rights culture

20
ANNUAL
REPORT 07



LETTER

FROM
THE

EXECUTIVE
DIRECTOR



Dear Friends,

2007 was an exciting year for Breakthrough, and I am delighted to share some of the highlights in this Annual Report. Our innovative approach to human rights education, combining media and popular culture, leadership training and community education, has begun to show real impact. Not only are Breakthrough's campaigns creative and effective, they also reach millions.

In India, we continued to advance women's human rights through a strategic focus on reducing women's vulnerability to violence and HIV/AIDS. In the multi-media campaign *Is This Justice?*, we challenged the stigma and discrimination faced by women living with HIV/AIDS, particularly at the hands of family members. Courageous and inspiring leaders like Sunita Khathar from the Aurangabad Network of Positive People shared their personal stories with the media and called on families and communities to support and empower women instead of rendering them homeless and destitute.

Our intrepid Rights Advocates reinforced the mass media reach by working tirelessly to encourage community members and grassroots leaders to join the movement for women's rights. 2,651 strong – Breakthrough's Rights Advocates include college age youth from big cities like New Delhi and Lucknow and small towns like Saharanpur.

Breakthrough inaugurated the Tri Continental Film Festival in India four years ago, and since that time the Festival has become the premiere showcase for human rights cinema in the country. The 2007 Festival screened 24 riveting films about human rights issues ranging from conflict in West Asia to gender identity issues in Bombay. Breakthrough ensures that young people in small towns outside of large cities participate in the critical dialogue about global social justice issues through the Traveling Screen, which takes the films to universities around the country.

In the United States, our multi-media products and campaigns have become an integral component of the movement for fair immigration policies that support human rights and we thank our many partners for their collaboration and partnership in advancing this important agenda. Our multi-media education resource, *Restoring The Right to Due Process: A Toolkit for Immigrant Rights Advocates*, included moving testimony from those directly affected by harsh U.S. policies on detention and deportation. The Toolkit became the centerpiece of many workshops and discussions initiated by immigrant rights groups as part of the Rights Working Group's national initiative, *A Night of a Thousand Conversations*.

During 2007, we also continued to develop our historic 3D video game *ICED – I Can End Deportation*, which launched in February of 2008. More than 100 high school students throughout New York City participated in workshops that helped us develop the game design and game play – an invaluable contribution to making a difficult and complex subject engaging and accessible.

Breakthrough continues to develop innovative cutting-edge multi-media tools that we augment with leadership development and community education. Rigorous monitoring and evaluation of all our programs has reinforced our belief in the efficacy of our vision and approach. Because, after all, where do human rights begin? With you, with us, in our homes, our schools and our communities. Thank you for joining us in this journey to build a global culture of dignity and justice for all.

Warm regards,

Mallika Dutt, Executive Director

break through

building human rights culture

Breakthrough is an innovative, high impact, transnational human rights organization using the power of popular culture, leadership training and community education to transform public attitudes and advance equality, justice and dignity.

Breakthrough works currently in India and the United States, the world's two largest democracies, on several issues including violence against women, sexuality and HIV/AIDS, racial justice, and immigrant rights.

Breakthrough ensures that the voices of the most vulnerable communities are heard by fostering public-private partnerships that include local community groups, government agencies, and the media and entertainment industry.

Our goal is to cultivate a more open and democratic civil society invested in sustaining core **human rights** values.



ABOUT US



RIGHTS ADVOCATES

Building tomorrow's human rights leaders through hands-on education and training

INDIA

EDUCATION

Through the Rights Advocates Program, Breakthrough is building human rights leaders who are change agents in their own communities. Rights Advocates are drawn from two important constituencies: community-based groups and college age youth.

Hundreds of community-based groups including Networks of Positive People and Women, local government institutions, groups working on livelihoods and poverty alleviation, and women's groups, have participated in Breakthrough's Rights Advocates Program.

Rights Advocates become strong proponents for change and the advancement of women's rights in their local settings. Men and women have organized the first local demonstrations against violence against women and dowry deaths, filed the first local police complaints in domestic violence cases, and prevented women living with HIV/AIDS from being thrown out of their homes. More importantly, Rights Advocates have begun to transform family and community attitudes towards girls and women in order to prevent human rights violations like female infanticide, gender-based sex selection, sexual assault and other forms of violence against women. Rights Advocates have also become important proponents of the 2005 Protection of Women From Domestic Violence Act, India's first comprehensive legislation on this issue.

**EXPANDING
THE IMPACT**

Breakthrough trained
2,651 individuals
who then reached
33,170 people



“ Since the Breakthrough training, I am more empowered as a woman. I try to imbue other women with similar strength and courage. I tell them - you are not weak, be strong, and become like me.

— **Sita Yadav**, Varanasi Network of HIV Positive People

”

RIGHTS ADVOCATES PARTNERSHIPS

Building tomorrow's human rights leaders through hands-on education and training



INDIA

EDUCATION

Districts covered

Mangalore, Mysore, Udipi, Bellary, Bidar, Gulberga, Raichur, Tumkur, Dharwad, Bangalore, Bijapur, Shimoga, Hassan

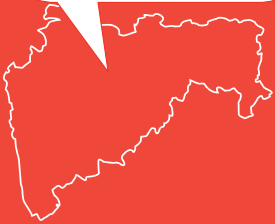


Karnataka

Karnataka State Trainers Collective, Sagara Project, Citizens Alliance For Rural Development And Training Society, Premrajyoti, Malnadu Gramin Abhivridhi, CODP, Shree Kshethra Dharamstahala Rural Development Project, Udipi Network Of Positive People, Action Service Hope For AIDS Foundation, Jagruthi, Bhokura Charitable Trust, Meridian College, University College, Gulberga University, Swami Vivekananda Youth Movement, Social Education Vocational Association, Society For People's Action For Development

Districts covered

Vasind, Tarapur, Aurangabad



Maharashtra

Jindal Steel Works, Network of Aurangabad Positive People

Districts covered

Akbarpur, Lucknow, Benaras Greater Noida, Saharanpur and Malihabad



Uttar Pradesh

Adarsh Shiksha Kendra, Uttar Pradesh Network of Positive People, Sahayog, Banaras Network of Positive People, Institute of Women's Studies- Lucknow University, Family Planning Association of India, Udayan Care, Guru Nanak Degree College, Munna Lal Degree College and Laxmi

Districts covered

Delhi



Delhi

Institute of Home Economics, Jamia Millia Islamia, American Indian Foundation and Naz Foundation

Districts covered

Brijbhara and Jammu

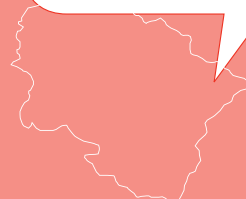


Jammu and Kashmir

Women in Security Conflict Management and Peace

Districts covered

Dehradun



Uttarkhand

Disha Social Organization



RIGHTS ADVOCATES

Building tomorrow's human rights leaders through hands-on education and training

INDIA

EDUCATION



Rights Advocates from rural Bangalore

Youth Rights Advocates comprise young men and women, ages 18-24, who undergo a comprehensive training program addressing issues of sexuality, gender and HIV/AIDS from a human rights perspective. The year long training encourages them to become strong advocates for women's rights and builds their capacity to create awareness, facilitate group meetings and discussions on challenging issues, and encour-

age individual and community practices that inspire respect for basic human dignity.

In the last year alone, Breakthrough has transformed 2,650 young people into Rights Advocates, who have already reached out to an additional 33,000 people in their local communities in New Delhi and in our three focus states Maharashtra, Uttar Pradesh and Karnataka.



Anuj Dubey, 21, Rights Advocate and Lucknow University Student

“ Training with Breakthrough has been an eye-opener especially in the context of human rights issues. Taking up issues on rights in an interesting and interactive manner and bringing it so close to reality is the real take away for me. The event we did on campus after our training also gave us the opportunity to put in practice what we have learnt and I really enjoyed this interaction. ”

AFRO REGGAE

Utilizing the power of music to channel positive change in young people's lives



INDIA

EDUCATION

“ I had never thought that I would ever participate in a dance performance. This is the first time I danced and also had a performance and ... in a span of just 3 and half days. Participating in the workshop by Afro Reggae make me shed inhibitions about my own body and concretely see how art forms in various countries can transform lives of young people ”

— **Sayed Saiyam Hasan**, 20, Rights Advocate and Jamia Millia Islamia University student



During a three-day workshop, Breakthrough's Youth Rights Advocates partnered with leading Brazilian youth group, Grupo Cultural Afro Reggae, to explore the effectiveness of music and dance as universal instruments of social change.

Grupo Cultural Afro Reggae was born in January 1993 in the favelas (slums) of Brazil. The group offers young people interested in reggae, soul and hip-hop an escape from the violence, drugs and oppression that is a daily fact of life. Afro Reggae offers workshops in dance, percussion, soccer and capoeira.

The movement came to India for the first time in October 2007 when Breakthrough hosted a three-day workshop between the Afro Reggae team of 16 with 46 youth from Lucknow, Shillong, Kolkata and Delhi. The workshop culminated with a musical presentation of percussion, dance and capoeira at the Satya Sai Auditorium in New Delhi with over 550 attendees. Next year, 30 youth from Shillong and Lucknow will travel to Rio and experience the work of Afro Reggae first hand and replicate the model in different parts of India.





IS THIS JUSTICE?

Reducing stigma against women living with HIV/AIDS

INDIA

MEDIA CAMPAIGN

Breakthrough brought national public attention to the massive problem of stigma and violence faced by the 2 million women living with HIV/AIDS through its award-winning campaign, *Is This Justice?* (*Yeh Kaisa Insaf Hai?*). Created pro bono by Ogilvy & Mather, *Is This Justice?* educated more than 35 million Indians across the three focus states of Karnataka, Maharashtra and Uttar Pradesh during from February to April 2007 and had a staggering 73% recall.

Why the Campaign?

Is This Justice? is a hard-hitting yet sensitive campaign that challenges the way women in our society are treated, especially women living with HIV/AIDS. Women living with HIV/AIDS have faced discrimination, violence, and unequal treatment; these injustices are further compounded by HIV-related stigma, shame and blame.

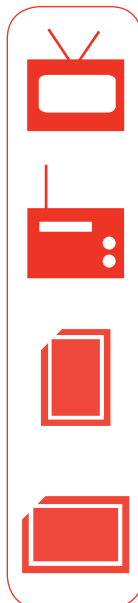
In order to create awareness and transform attitudes, Breakthrough relied on a comprehensive strategy of mass media including TV, radio, print and billboards along with workshops and forums. Women living with HIV/AIDS spearheaded the press conferences for the campaign by eloquently describing their own struggles and challenges in facing stigma and violence at the hands of family members.



Sunita Khathar, member of Aurangabad Network of Positive People at a press conference

Is This Justice? has educated over 35 million Indians about discrimination faced by women living with HIV/AIDS.

MEDIA PARTNERS



Television

Doordarshan ——— Uttar Pradesh/Karnataka/Maharashtra
STAR TV ——— All India
SONY TV ——— All India
ETV ——— Hindi Belt/Karnataka/Maharashtra
NDTV ——— All India

Radio

All India Radio ——— Hindi Belt/Karnataka/Maharashtra
Radio Mirchi ——— Mumbai

Print

Dainik Jagran ——— Uttar Pradesh
Lokmat (Aurangabad edition) ——— Maharashtra
Prajavani, Udayvani,
Vijay Karnataka, Vijay Times ——— Karnataka

Billboards

Laqshya, Media Private Limited, Mumbai ——— Uttar Pradesh - Kanpur, Lucknow, Dehradun, Saharanpur
Maharashtra - Aurangabad
Karnataka - Udupi



NINETY PERCENT OF HIV POSITIVE WOMEN ARE THROWN OUT OF THE HOUSE AFTER THEIR HUSBANDS DIE OF AIDS.

IS THIS JUSTICE?

Evaluation

To gauge the impact and success of *Is This Justice?*, Breakthrough commissioned Prastut Consulting, an independent research and evaluation agency, to identify campaign objectives and measure its impact.

Through focus groups as well as qualitative and quantitative tools, the evaluation process resulted in an in-depth understanding of the many ways in which women are vulnerable because of their gender and HIV status. Focus group participants were divided equally among males and females from Kanpur, Udipi, and Aurangabad and included general community members as well as people living with HIV/AIDS.

“ This campaign tells us that women have not been given the right to residence. After their husbands’ deaths, nobody takes care of the wives and children. In fact the rest of the family ostracizes them. ”

—Female, Udupi



The overall impact of the *Is This Justice?* campaign was a significant increase in knowledge about the human rights violations faced by women living with HIV/AIDS. *Is This Justice?* succeeded in sensitizing the community about the unequal status of women and how it is linked to the violence women experience. It also created community awareness about the presence of women living with HIV/AIDS among the general population, as well as their vulnerability to domestic violence and inability to negotiate safe sex.

AWARDS

Is This Justice? won the

- 2007 Radio & TV Advertising Practitioner’s Association of India (RAPA) Award for Best Film with a Social Message
- Bronze at the 41st Abby Awards in the Public Service, Appeals and Charity category.

IS THIS JUSTICE? Women are made to feel guilty for everything. Imagine the plight of an HIV positive woman whose husband dies of AIDS. According to statistics 90% of such women get thrown out by their families. TWENTY LAKH HIV POSITIVE WOMEN ARE WAITING FOR YOUR ANSWER.



TRI CONTINENTAL FILM FESTIVAL

Giving voice to global social issues through the power of film

INDIA

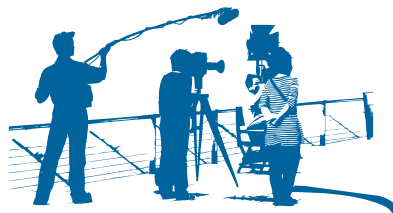
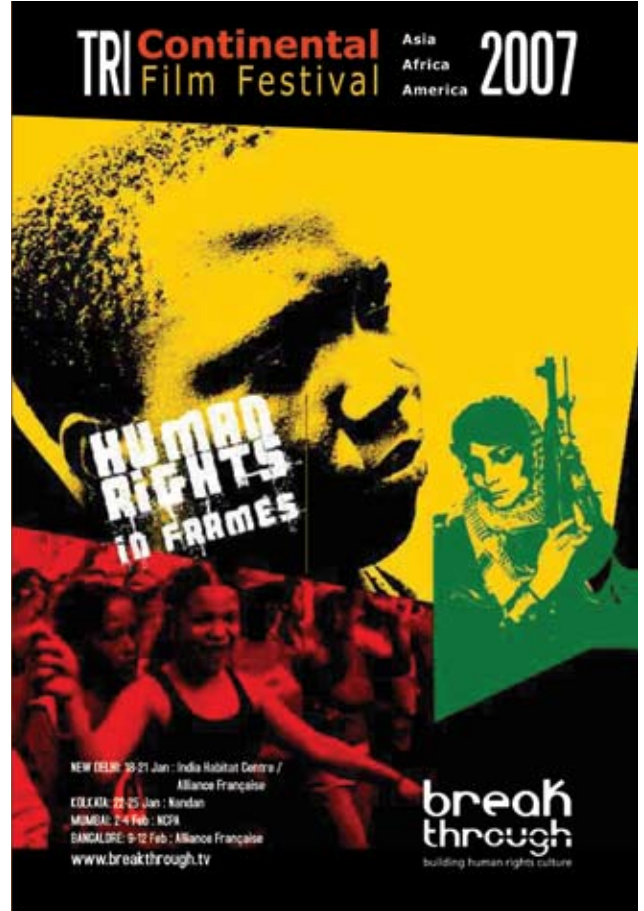
FILM FESTIVAL

The Fourth Tri Continental Film Festival (TCFF) promoting human rights and democratic principles through documentary and short feature-length films about the global south returned to India in early 2007.

Originally conceived by a group of Latin American filmmakers, the Movimiento de Documentalistas, the festival is well regarded as an arts and cultural initiative that uses film to explore links between social struggles and respect for human rights.

Breakthrough received an enthusiastic 100 entries for the TCFF and its five-member international jury of filmmakers – Pankaj Butalia, Sabeena Gadihoke, Prasanna Vithanage, Shonali Bose and Tareque Masud – selected 24 films for screening as well as the Jury Award for Best Film.

The TCFF traveled to New Delhi, Kolkata, Mumbai and Bangalore in January and February 2007. The main screening launch events attracted an audience of over 12,000 and the traveling screenings showed at a total of 16 locations including many colleges and universities, educating an audience of almost 165,000 about human rights issues from around the world.



Audience Reached

Main Screenings: 12,080

Traveling: 152,205

Total Reached: 164,285

Film Highlights



First Lesson In Peace

Director: Yoram Honig

When six year-old Michal, an Israeli girl, is about to start school, Yoram Honing, her leftist father decides to write her a letter in the form of a film. The film brings together sharply differing views and situations but all demonstrate the great complexity and enduring difficulties of the conflict in west Asia.



Leila Khaled Hijacker (Winner of the Jury Prize for Best Film)

Director: Lina Makboul

On August 29, 1969 twenty-four year-old Leila Khaled hijacked TWA flight 840 and became the first woman ever to hijack an airplane. In this film, she shares her story and speaks to why she is viewed as a freedom fighter by some and terrorist by others.



Between The Lines – India's Third Gender

Director: Thomas Wartmann

This film follows photographer Anita Khemka as she sets out to explore the hidden hijra subculture of Bombay where biological men dress like women and reject identification with either gender.



John & Jane (Winner of Special Jury Mention)

Director: Ashim Ahluwalia

Chronicling the stories of six 'call agents' who answer American 1-800 numbers in Mumbai, this film raises questions about the nature of personal identity and what it means to be 'Indian' in a 21st century globalizing world.



Bushman's Secret

Director: Hehad Desai

Bushman's Secret exposes us to a world where modernity collides with the ancient, at a time when each has, strangely, come to rely on the other.



Film Festival Partners


Alliance Francaise, Delhi
Alliance Francaise,
Bangalore
Bangalore Film Society
Cine Central
Federation of Film
Societies of India
India Habitat Film Club

Jindal Arts Creative
Interaction Center
National Center for
Performing Arts
Swayam
UHURU
Air Sahara

Traveling Screen

Ramjas College
International Center,
Moving Images, Goa
Jawaharlal Nehru
University
Faculty of Law,
Delhi University
Law & Society Trust,
Colombo
Wani House, Mumbai

Wilson College, Mumbai
K C College, Mumbai
Xaviers College, Mumbai
Kerala Chalchitra Academy,
Kerela
St. Joseph's College,
Bangalore
Aashirwad, Bangalore
Scared Heart, Thirupattur
Don Bosco Institute of
Communication Arts,
Chennai



Bridging public policy and popular culture in India and the United States, Breakthrough is pioneering an approach to human rights aimed at challenging stereotypes, examining existing social conventions, and ultimately, influencing the way in which individuals, communities and nations interact with each other.

SPAN Magazine

The innovative structure of Breakthrough, based in New York and New Delhi, promotes a truly transnational way of looking at human rights. Both affiliate agencies share the same vision, mission and strategies...and it can also give a transnational perspective and shed light on the importance of intersecting identities across cultural and geographic boundaries.

UN Chronicle

To get a message across to youth, speak in a language that they love! This is the belief fostered by Breakthrough.

Sunday Herald, Bangalore

I want to congratulate Breakthrough for the great work you are doing in building human rights culture in such creative ways.

Mary Robinson, Former UN High Commissioner for Human Rights and Former President of Ireland

With *Mann ke Manjeere*, Breakthrough put across an ideology where it was “in” to be doing a man’s job. That I think is fantastic, and I think it is a changing of a mindset. Every time a communication can change your mindset, I think you are doing something very, very right.

Shantanu Moitra, Music Director

I want to congratulate you on the absolutely superb job you did in creating the due process toolkit. It is the most accessible and engaging public/popular education piece I have seen in general ... I look forward to sharing it with groups around the country; I think it will be an excellent tool to involve them in this discussion.

Andrea Black, Detention Watch Network

RESTORING THE RIGHT TO DUE PROCESS

Bringing human rights and American values to immigration policy

UNITED STATES

TEACHING TOOLS

Breakthrough's publication, *Restoring the Right to Due Process: A Toolkit for Immigrant Rights Advocates*, was used in more than 5,000 community dialogues about the devastating impact of unfair immigration policy.

In March 2007, Breakthrough, in partnership with Detention Watch Network and the Rights Working Group, produced and distributed a much-needed educational interactive toolkit about United States immigration laws that are unfair, deny due process, and violate human rights. These laws affect all immigrants: legal

residents, those fleeing persecution, students, and undocumented people.

The *Toolkit* included a booklet with discussion points and calls to action as well as a DVD with real-life stories of those impacted by this unfair legislation. 1,800 copies of the *Toolkit* were widely distributed through Breakthrough's partnership networks in time for *The Night of a Thousand Conversations*, (facilitated by the Rights Working Group) which generated thousands of discussions around the country on immigration issues.



UNFAIR IMMIGRATION LAWS:

- Deny due process and deport people without a hearing
- Tie judges' hands and prevent them from considering the circumstances of each individual case
- Impose extreme punishment for minor offenses
- Hold immigrants in detention indefinitely

When we let the government deny due process and human rights for some people, we put all of our freedoms at risk.

Night of A 1,000 Conversations

As a partner of the Rights Working Group, Breakthrough joined thousands of people across the country on April 5, 2007, who came together in living rooms, community centers, and places of worship to start a dialogue on the need to restore due process and protect the human rights of all people living in America. The event had over 5,000 people participating in conversations with over 500 hosts.

“We were really grateful for the Breakthrough video of testimonials of detainees. It really helped open up the conversation, and we ended up having a very rich and inspiring conversation about the erosion of rights of immigrants in the U.S.”

— **Maysoun Freij**, Health Advocacy Associate, The New York Immigration Coalition

VIDEO STORIES: REPORTING FROM DETENTION

Exposing the devastating impact of unfair immigration policy



UNITED
STATES

TEACHING TOOLS

On September 7th, 2007 Breakthrough recorded the first-person testimonies of several legal permanent residents facing deportation and brought to public attention the devastating consequences of unfair immigration policy. Breakthrough accompanied volunteers of the Capital Area Immigrants' Rights Coalition (CAIR), a nonprofit organization that provides pro-bono legal assistance to detained residents, to a DC area jail. Here are excerpts from "Live from Jail":



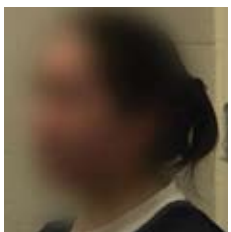
Mehdi was accused of obtaining money under false pretenses in relation to his carpet business. He pleaded guilty with advice from an ill-informed lawyer and served time. Nine years later, he was picked up for the same 1998 offense and placed into deportation proceedings.

"I was born in Iran. I came to the United States almost three decades ago in 1978 to New York. I pleaded guilty to the crime I hadn't done. I pleaded guilty to the crime as advised by my counselors. I didn't know that plea would mess me up like this. If I committed a crime 9 years ago, why do I have to pay for it now? I paid my dues back 9 years ago. Of course, I am an American. I mean if you come here yourself at the age of 14 and next thing you know, you're 44, how would you feel?"



Carla* is a legal permanent resident and has lived in the U.S. for 43 years. She is married to an American citizen and her daughter is an American citizen. As required by her job, she signed checks for the attorneys at her firm. She was facing deportation for bank fraud.

"I worked for a law firm. It was common practice that the attorneys did a lot of traveling and they required travel expenses and so I would issue a check for them. The firm was audited and as it turned out they never did the paperwork to authorize me. This was my job, this is what they told me to do. I ended up being indicted for it. Everything I worked for is just down the drain. I had never even had a traffic ticket. Nothing, there was nothing at all. I'm going from being an executive to being an inmate."



Monica* is a legal permanent resident. After paying the price for a minor drug charge, she moved on with her life. Six years later, on returning to the U.S. after family vacation, she was detained for the same prior drug charge.

"I'm from Bolivia. I came here at the age of 2 or 3 years old. I have lived here and was raised here my whole life basically. I had gone in with the wrong crowd, in 2001. A friend had said, can you grab, I think it was ecstasy from so and so and just get it for me, and so I went and I passed it along a couple of times, and then I said I don't want to do this. It ended up being an undercover cop. I didn't think that because I messed up once as a legal resident, I'd be deported ... The judges don't even judge. They just go through the rulebooks. When I've gone to court, the judge seems like he wants to rule in my favor, but he can't because his hands are tied. They're taking me away from the only thing I know."

**Names changed to protect identity*

ICED: I CAN END DEPORTATION

Teaching youth in their own language about lack of due process in detention and deportation laws

Throughout 2007, Breakthrough continued the exciting process of designing its first ever 3D video game. *ICED – I Can End Deportation* was conceived in partnership with graduate students at the Brooklyn College Program in Performance and Interactive Media Arts as a cutting edge public education tool about unjust immigration policy. As a trailblazer in the field of digital games for social change, Breakthrough was one of the first nonprofit organizations to create an interactive video game. Breakthrough collaborated with various community organizations, teachers, and over 100 high school students to design the game and related awareness campaign.

Through focus groups, design and conceptualization workshops, and beta-test sessions,

students were an integral part of designing and producing the game. Their input guided everything from the game concept to character profiles to the tone of voiceovers. The game design process not only allowed the students to creatively explore issues of racial justice, but also gave them an opportunity to be agents in the production of alternative media and education tools.

ICED was launched on President's Day in February 2008 and has already been downloaded by more than 100,000 people. The game has received an extraordinary amount of press attention.

Play the game and find out more at www.icedgame.com.

ICED DESIGN AND CONCEPTUALIZATION PARTNERS

UAM: The Urban Assembly Media High School
The Renaissance Charter School
The Door: Center for Youth Alternatives
Global Action Project
Newcomers High School
Pan American International High School
Elisabeth Irwin High School
CARES High School
Families for Freedom

Interactive artist Jenny Polak
CAIR Coalition
Games for Change
Global Kids
DWN
NYU Law School Immigrant Rights Clinic
Rights Working Group
New York Immigration Coalition
Luissana Santibanez– daughter of detained mother



GAMES 4 CHANGE

On June 11-12, 2007, *ICED* was presented at the 4th Annual Games For Change Conference in New York City. This is the only festival dedicated to using “digital games for social change.” *ICED* was one of eight games selected to show at the conference Expo Night sponsored by Microsoft.

FACING RACE: KALEIDOSCOPE

Advancing racial justice through music, art and film



UNITED
STATES

CONCERT



KALEIDOSCOPE LINE-UP:

Eddie Palmieri, Latin music legend (Headliner)

Jeff Chang (emcee), journalist for *Vibe* and the *Nation*

Kiri Davis and her documentary *A Girl Like Me*

The Chance, as part of the Children of Agape Choir

La Bruja, spoken word and hip hop artist

Angela Jones, spoken word poet

Aladdin, South Asian comedian

Brian Palmer's documentary *Full Disclosure*

Breakthrough's *Why Can't America Have Human Rights?* music video

Taiyo Na, spoken word and hip-hop artist



As part of the national 2007 *Facing Race* conference, March 22-24, Breakthrough coordinated an evening of entertainment featuring videos and artists that addressed the dismantling of racism. Sponsored by the Applied Research Center and the CUNY Graduate Center, the *Facing Race* conference explored the intersections of race, class and public policy. For three days, policymakers, advocates, researchers and organizers gathered to outline a vision for the future of racial justice.



COMMUNICATION STRATEGIES TO ENSURE HUMAN RIGHTS IN THE U.S.

Training leaders to effectively use new media tools in human rights campaigns

Breakthrough is at the forefront of using cutting-edge media products as communication tools to ignite conversations regarding human rights issues. On September 26, 2007, Breakthrough staff shared its knowledge and experiences with more than 70 human rights leaders on how new media tools can enhance human rights work.

In partnership with The Opportunity Agenda, WITNESS and SPIN Project, Breakthrough produced and participated in the highly anticipated meeting *Communications Strategies to Ensure Human Rights in the United States*. The two-day workshop focused on messaging strategies and hands-on media training for leading human rights organizations. Breakthrough's workshop focused on the emerging field of social justice video games, the increasing power of YouTube and the blogosphere in



public discourse, and the ease and benefits of using short videos for advocacy and education.

Funded by the U.S. Human Rights Fund, the event took place at the Open Society Institute in New York City.

UNITED NATIONS COMMISSION ON THE STATUS OF WOMEN



On March 6th 2007, during the 51st Session of the United Nations Commission on the Status of Women, Mallika Dutt moderated a panel discussion, *Women in Decision Making*, attended by member states as well as international NGOs. The Commission is dedicated exclusively to gender equality and advancement of women and is a function of the United Nations Economic and Social Council (ECOSOC).

RIGHTS THROUGH MEDIA



ENGAGING AND MOBILIZING SOCIETY THROUGH EDUTAINMENT

Experience sharing and cross-learning among four pioneering organizations



In March 2007, over a ten-day period, Breakthrough staff and representatives of three other

leading social justice organizations located in different parts of the developing world, met in South Africa to share their intellectual capital, engage in peer-learning, discuss their individual and collective challenges, and chart formal and informal collaborative alliances during workshop sessions, small group processes, and field visits.

This was an incredible opportunity for the four organizations, with representatives from four different continents to explore and share effective multimedia communication strategies for social change. The conference was funded by Oxfam-Novib and hosted by Soul City Institute of Health and Development Communication.



PARTICIPATING ORGANIZATIONS:

- La Benevolencija, Rwanda, Burundi, and D.R. Congo
- Breakthrough, India and U.S.
- Soul City Institute of Health and Development Communication, South Africa
- Puntos de Encuentro, Nicaragua

DETENTION WATCH NETWORK NATIONAL CONFERENCE

Garnering public support for immigrant rights



On April 28, 2007 Mallika Dutt moderated a media plenary as part of the DWN National Conference.

The plenary provided insight on how to mobilize public opinion for policy change through effective framing and media coverage of immigration related due process issues. Journalists and communications strategists, such as Sandip Roy of *New America Media*, provided tips and tools for effective media engagement.



Thank you for sharing your work at the DWN conference - for me seeing the short films was actually a big highlight of the weekend. I look forward to using them in presentations this month. Its incredible to have something about detention that is so accessible, creative and interesting.

— Laura Polstein, DWN conference participant

UNITED STATES

TRAININGS AND CONFERENCES



MULTIPLYING OUR IMPACT

Transforming attitudes and building a culture of human rights

BREAKTHROUGH IMPACT

35,000,000

learned about discrimination
HIV/AIDS through the *Is This*

300,950

visits to Breakthrough's webs

165,000

learned about global human
film at the Tri-Continental Fi

147,000

viewed Breakthrough video t
campaign ads, animations, an

33,000

participated in events led by
Advocates training program

5,000

groups used Breakthrough's t
build support for fair immigr

2,650

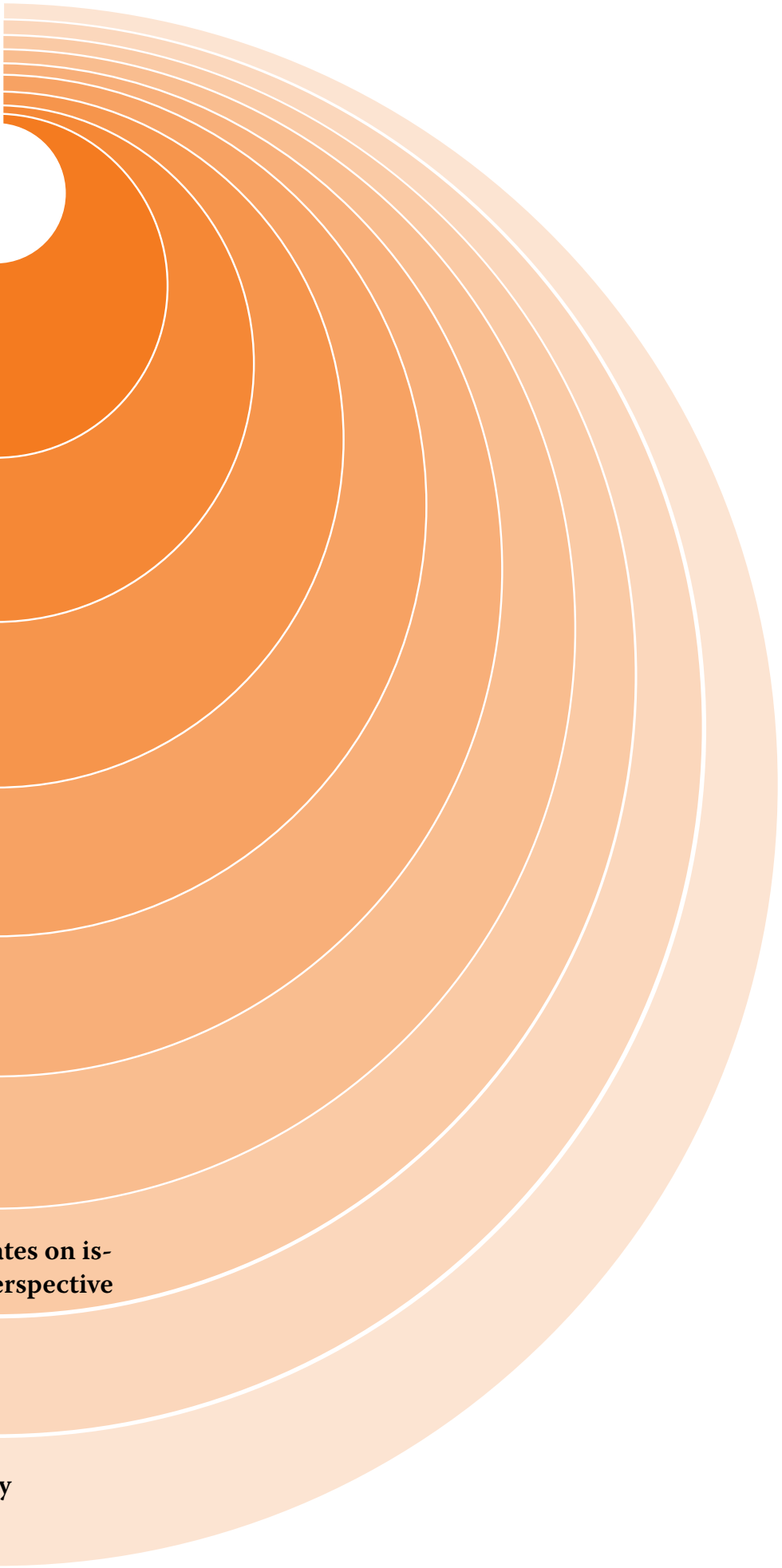
youth and community leader
sues of sexuality, gender and

100

high school youth actively he
the groundbreaking *ICED* vic

46

youth in India had a powerfu
workshop with Brazil's Grup



**...a against women with
Is Justice? campaign**

...ite worldwide

**...rights issues through
...lm Festival**

**...estimonies, music videos,
...nd event clips**

...graduates of the Rights

**...toolkit and video stories to
...ration policy**

**...s trained to become Rights Advocates on is-
...HIV/AIDS from a human rights perspective**

**...lped to design and produce
...deo game**

**...l cultural exchange through a 3-day
...o Cultural Afro-Reggae**



MEDIA COVERAGE: PRINT, TV

Highlighting human rights work in the world press

PRESS



FOX News
KHOU- TV 11
KIRO- TV 7
KOCO- TV 5
Univision
Telemundo
WCBS-TV



Clear Channel Radio
WBAI-FM
KALW-FM
KTAR-FM
KUAZ-FM



Asian Age
Business Response
Daily Gujarati
Deccan Herald
DNA
El Sentinel
Elle Magazine
Goafest
Hello Mumbai
Herald News
The Hindu
Hindustan Times
India Abroad
India Currents
The Indian Express
LA Times
Malayalam Daily
Miami Herald
Mint

NJ Herald News
SPAN
The Telegraph
The Times of India
Udayavani
Vijay Karnataka
Vijay Times



ABCNews.com
Access North Georgia
AgencyFAQs.com
Alternet
American Chronicle
Americans for Legal Immigration
And Rightly So
Angry Asian Man
The Angry Pixel
The Arizona Daily Start
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CBS 11
Chennai Online
Chicago Sun Times
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The Detroit Free Press
Future-Making Serious Games
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Game Politics
Gamertell
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Gaming Today
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The Globe and Mail
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India Times
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Latina.com
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Live Journal
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MeriNews
Metroblogging LA
Minneapolis Star Tribune



, RADIO AND ONLINE

Mitali's Fire Escape
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The Oxford Press
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RadioandMusic.com
The Raw Feed
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The Sidney Morning Herald
Tampa Bay Online
The Tuscaloosa News
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W Top
The Washington Post
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Yahoo! News
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LET'S BREAKTHROUGH TOGETHER

Celebrating Human Rights

UNITED STATES

ANNUAL GALA



Breakthrough celebrated its third annual *Let's Breakthrough Together* benefit gala on October 25, 2007 at the historic Puck Building in downtown New York City. The sold out event was attended by 400 guests and raised \$600,000 to support Breakthrough's cutting-edge programs in the United States and India.

Breakthrough honored the accomplishments of Vikram Pandit, CEO of Citigroup and Ishmael Beah, author and human rights activist. Tiffany McElroy and Sukanya Krishnan from the CW11 Morning News show emceed the event with special presenter Earl "The Pearl" Monroe, NBA legend and Hall of Famer. The rousing live auction was conducted by Sebastian Clark and contained such items as a trip to the U.S. Open and a luxury vacation to India.

The program included performances by Bollywood Axion, comedy from Dan Nainan and the crowd danced the night away with DJ Kucha's heady mix of Bhangra and Bollywood. Breakthrough is grateful to the wonderful friends and supporters who came out to celebrate human rights.

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Mandira & Rahul Rana
Diane Dwyer Scanlon
Manuj Shah
Ram Sundaram

OTHER 3RD ANNUAL BENEFIT GALA



1 Madhav Dhar, Vikram Pandit and Earl "The Pearl" Monroe
2 Mallika Dutt 3 Ishmael Beah 4 Jaideep Khanna 5 Sukanya Krishnan 6 Sebastian Clarke 7 Steve Foster, Diane Scanlon and guests 8 Patty Dhar and L. Camille Massey 9 Dan Nainan

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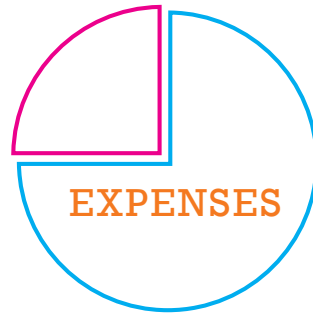
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Foundation/UN Grants.....	426,862
Investment Income.....	4,667
Royalties.....	1,838
Other Income.....	638
	<hr/>
	\$434,005*



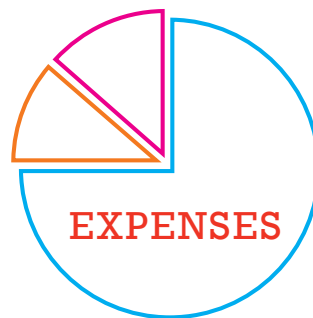
Program.....	369,556
Administrative.....	54,083
	<hr/>
	\$423,639

** Does not include \$700,000 in Pro-Bono & In Kind Services*

USA



Foundation.....	883,942
Special Event Income*.....	444,710
In-kind Contributions.....	102,808
Investment Income.....	19,664
Other Income.....	9,036
	<hr/>
	\$1,460,160



Program.....	785,826
Administrative.....	103,423
Fundraising.....	83,480
	<hr/>
	\$972,729

** Net income from benefit gala*

JOIN US TO BUILD A HUMAN RIGHTS CULTURE



HOW YOU CAN HELP:

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Join our mailing list to receive regular updates about Breakthrough events, campaigns and new products.



Watch our multi-media campaigns, then share with your friends.



Play our human rights video games and use the accompanying curriculum and discussion guides.



Visit us on Facebook, MySpace and YouTube, and make us a friend.



Purchase any of our products or send it to a friend as a gift.



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