

Join the Breakthrough
generation
Help us build a
world dignity
with
equality &
Justice for all



Our **mission:** make **violence** against women
and girls **unacceptable.**

Human rights
start with

YOU

■ Believing you can
make a **difference**

■ taking **bold action**
to disrupt norms

■ **inspiring** others
to do the same

Until finally, the whole world changes.



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That is the simple power of **Breakthrough.**

“Most people are not violent. But many people are silent in the face of violence. True leaders are the ones who speak up. These are the leaders Breakthrough cultivates, in villages and cities, virtual and actual, and everywhere in between. Imagine a day when we all see one another as fully human. These are the leaders who will bring it.”

– Baratunde Thurston,
co-founder and CEO, Cultivated Wit

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Join the Breakthrough Generation.

“A drive to end violence against women, led by men. It’s an idea whose time has come, again and again; some men have been pushing it for decades. But now more men than ever are hearing the call. Now is the time to stand up. That’s why I’m joining Breakthrough.”

– College football Hall of Famer Don McPherson

Our time is now.

Incidents of violence against women – the most common and most socially tolerated violation of human rights in the world – appear to be more rampant and brazen than we have ever seen. Yet, in my thirty years of activism and advocacy, I have never felt as much hope as I do today.

Why? Because now, at this moment, whenever I see another horrifying headline, I also see something else.

I see women and men marching side by side in Delhi, calling for women’s rights and security. I see the mayor of Dallas, Texas launching a citywide men’s campaign against domestic violence. I see the father of five daughters in Jharkhand, India, home to some of the highest rates of early marriage in the world, vowing to resist the practice in his home and challenge it in his community.

I see Peter, a father in Canada, responding to Breakthrough’s global Ring the Bell campaign by making this pledge to his sons: “The cycle of violence in my family ends with me.” I see

people coming to understand that violence against women is not something that happens only in other homes, other communities, or faraway lands. I see people saying, “This is about me. This is about everyone.”

This is the moment that Breakthrough is seizing.

As more and more men join women, allies, and institutions worldwide to build the **Breakthrough Generation**, I realize there is hope.

This is the generation Breakthrough is inspiring and equipping to make change – a generation who, through actions small and grand, will reach a critical mass and trigger the global tipping point we need on *the* issue of our time.

And when we reach that tipping point, violence and discrimination against women and girls will become unacceptable. That will be the beginning of the end of the violence.

I believe this is a moment we must see in our lifetime. The economic, social, and political costs of violence are already unacceptable.

That is why Breakthrough does more than improve society’s response to violence.

Our long-term goal is to reduce and ultimately prevent violence.

Thank you for sharing our vision of a world where people everywhere live with dignity and equality, hope and promise. Thank you for joining the Breakthrough Generation.

Warmly,
Mallika Dutt



Mallika Dutt, President and CEO

Photo © Anibal Martel

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Building the Breakthrough Generation to make irreversible change.

We're equipping and inspiring a Breakthrough Generation of leaders who will make violence against women and girls unacceptable in this lifetime. These leaders – individuals, communities, and institutions worldwide – know that human rights start with all of us: with the dignity and equality we bring into our everyday interactions. And with men as leaders and partners, Breakthrough positions the rights and security of women and girls as everyone's concern, as goals that benefit us all.

How we're getting it done:

- We're communicating the value and urgency of women's and human rights in innovative, accessible, relevant, and actionable ways.
- We're using rigorous research, outside-the-box partnerships, and provocative multimedia to reach beyond "the choir" and change hearts, minds, and actions every day.

- We're triggering a multiplier effect: through our "video vans," concert tours, street theater, emotional and shareable video PSAs, youth and community trainings, organizational trainings, and more, the individuals and institutions we reach become messengers themselves. They inspire others to act, planting fast-growing seeds worldwide for massive, meaningful, and unstoppable change.

Who has already joined the Breakthrough Generation?

- Breakthrough's Rights Advocates: Nearly 100,000 youth leaders – approximately 7,000 in 2012 alone – along with police officers, service providers, policy makers, government staff, community members, and more trained by Breakthrough to become advocates for women's rights and safety in communities across India.
- 1,000 young people trained to challenge violence against women through partnership with entertainment channel LifeOK and its drama "Saubhagywati Bhava," which deals with domestic abuse.

- Young activists in Gorakhpur, Uttar Pradesh, who now occupy Breakthrough's first youth resource center for organizing for women's rights.
- The government of the Indian state of Odisha, which uses Breakthrough's deeply transformative PSAs and leadership trainings to show men and boys that they have the power to challenge violence against women.
- Graduates of the Breakthrough Institute: Organizations in Vietnam, Nepal, Bangladesh, and Afghanistan trained by Breakthrough to deliver game-changing multimedia campaigns challenging street harassment, domestic violence, early marriage, and more.
- Breakthrough's "bro trust": A dedicated, international team of male leaders in sports, entertainment, religion, technology, finance, and more, who help shape and spread the message that men's violence against women is their issue and men must take action to stop it.
- Thousands of activists from over 50 countries mobilized by Breakthrough to

- support the rights and security of women immigrants in the U.S. (See page 14.)
- Families in India inspired by Breakthrough to promote the value of girls by challenging the norms that fuel early marriage and skewed sex ratios. (See pages 10 and 12.)
- United Nations Secretary-General Ban Ki-moon, President Bill Clinton, Greenpeace International Executive Director Kumi Naidoo, actor and activist Sir Patrick Stewart, and many other leaders and luminaries.

"Someone might ask why am I here, as a man. But this unequal society is dangerous for men, too. Men can't be happy in a society in which women are treated unequally."
– Pranshu, young activist in Delhi



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Rallying people worldwide to take action with our Ring the Bell campaign to end violence against women.



Millions around the world heard Sir Patrick Stewart's call to action at the March 8, 2013 global launch of Breakthrough's Ring the Bell campaign. At coordinated events in New York City, New Delhi, Johannesburg, Kathmandu, Rio de Janeiro, Stockholm, and Selangor, Breakthrough rallied men and allies worldwide to commit to take concrete action to challenge violence against women.

In India, launch events – vigils, protests, film screenings, street theater, and more – reached thousands on the ground in five states and millions via social and news media. At our high-profile musical and multimedia event in Delhi, luminaries including Additional Solicitor General of India Indira Jaising and actor and activist Rahul Bose – joined by rural community women leaders from the Poorest Areas Civil Society (PACS) Programme – called the capacity crowd into provocative discussion and lasting action.



Ring the Bell represents the global expansion of our best-known campaign, Bell Bajao, which launched in India in 2009 and swiftly went viral across several continents. Since its launch, the first Ring the Bell initiative: One million men. One million promises, has already generated many thousands of commitments from individuals and institutions worldwide to take concrete action to end violence against women.

This campaign calls for men and other allies to Ring the Bell and join the Breakthrough Generation.

We ask them to pledge to:

- Speak up against violence in their homes, communities and workplaces.
- Spread the message that violence against women is unacceptable.
- Advocate for institutional policies ensuring women's rights and safety.
- Offer corporate assets, expertise, or other kinds of support to generate awareness and action.

Other luminaries promising to Ring the Bell include multi-Grammy-winning musician Michael Bolton, Dallas Mayor Mike Rawlings, Anoushka Shankar, Amitabh Bachchan, Joe Wright, Sir Richard Branson, Peter Gabriel, and many more.

- **Bell Bajao: 2012 Avon Global Award for Excellence in Communications, recognizing a campaign that is global, long-lasting, and employs communications strategies that can be easily replicated across the world to stop violence against women.**

“Violence against women is the single greatest human rights violation of our generation. Each of us must examine – and change – the ways in which our own behavior might contribute to, enable, ignore, or excuse all forms of such violence. I promise to do so, and to invite other men and allies to do the same.”

– actor and activist
Sir Patrick Stewart,
March 8, 2013

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Building a new future for girls by helping prevent early marriage.

Breakthrough is boldly training fathers, fathers-to-be, their families, and their peers to challenge the deeply rooted – and devastating – practice of early marriage.

India is home to the largest number of too-young brides in the world. Based on two years of formative research on the context and causes of early marriage in Bihar and Jharkhand, two of the three Indian states where early marriage rates are highest, our new Nation Against Early Marriage campaign calls on fathers in particular to take a stand for their daughters' rights and futures. This research confirmed that fathers have all the say in when and whom their daughters marry. Early marriage will end only when fathers and fathers-to-be decide – and spread the word – that it is no longer acceptable.

Early marriage means an early start to a cascade of related and lifelong human rights violations: threats to sexual, reproductive, and maternal health; domestic violence; denial of education,

mobility, self-determination, and more. It decimates the human capital of individuals, families, communities, and even countries.

Our randomized control trial, set to rigorously evaluate our impact over four years, revealed as a baseline that nearly 90% of respondents believe early marriage has negative consequences. And yet nearly 70% of women among them were married before the legal age of 18. **Our research-driven interventions have already begun to help action match perception.**

Our groundbreaking participatory theater presentations, workshops, and trainings reach parents and youth in their communities, acknowledging the pressures on them to do what is expected and considered “best” for daughters and families. Through a combination of empathy and education, we challenge entrenched norms and beliefs, inviting fathers, families, and communities to see girls not as risks and burdens, but as human beings with equal and intrinsic worth, rights, and potential. The leaders we equip and inspire will, home by home, neighborhood

“I have a relative who was going to marry his daughter off early. I stopped him. I will not allow the mistake I made with my daughter to happen to anyone else in front of my eyes.”
– a father in Jharkhand

by neighborhood, create a new norm: that doing what is “best” means valuing girls.

Our efforts to end early marriage have included:

- Provocative and transformative “theater of the oppressed” in communities, immersing participants in new roles and triggering internal and external change
- A help line in Hazaribagh that supports girls and families who resist the pressures of early marriage, offering access to authorities trained to aid them
- 23,000 members of community-based organizations trained to challenge the norms that fuel early marriage
- Girls’ football/soccer events that level the playing field; defy taboos against women and girls occupying public spaces; and increase girls’ experience of power, visibility, and self-worth.



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Building communities that welcome daughters by working to end gender-biased sex selection.

Through our newest India-based campaign, Breakthrough calls on families and communities, in the state of Haryana and beyond, to make gender-biased sex selection unacceptable.

If you follow the call to “Natak dekho!” (“Watch a play!”) in Haryana, you will join the thousands who have already encountered the fictionalized story of Rani, a young woman who, with her father’s support, fights for respect – and for the chance to marry into a household that, like hers, respects daughters.

Reality: In Haryana, there are 830 girls for every 1000 boys. This imbalance is the result of gender-biased sex selection (GBSS), the illegal manipulation of medical technologies to eliminate girls before birth. It is the lowest sex ratio in India – and one of the world’s starkest representations of the low status of girls. This deeply-held cultural preference for sons literally denies girls a place in society. GBSS also drives violence against women, including sexual assault and, where it creates a shortage of brides, human trafficking and

forced marriage. While GBSS is illegal, it persists, across class and caste.

But we are making Rani’s story reality.

- We present profoundly transformative interventions – from interactive theater to long-term leadership trainings – to families, youth, medical workers, day care staff, and local government officials. We empower and equip new leaders to call on communities to value the rights and lives of daughters.

“I have two daughters and I have educated them as much as my son. This play should be hosted in every village across Haryana.”

– father in Haryana



- We partner with the Indian government’s Ministry of Women and Child Development and National Mission for Empowerment of Women to reach the highest levels of scale and advocacy.

“I have five sisters. Our parents gave us a life. This world is for girls as well. Please let them prosper.”

– young woman in Haryana, speaking out after seeing Breakthrough’s street theater

- We expand and innovate approaches to reducing GBSS globally. The United Nations Population Fund (UNFPA) supported – and has adopted – our rigorously researched, extensively tested message design and protocols for challenging son preference. These include the provocative proposition that parents should refuse to marry their daughters into families with only sons (suggesting that they have engaged in GBSS). Families who take this stand are encouraged to come together to build a critical mass of families to challenge and change the norm. **With the worldwide reach of the UNFPA, our Breakthrough approach will inspire millions worldwide to lead their own communities to value their daughters and invest in their futures.**



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Standing up for immigrant women by putting their human rights on the national agenda.

Breakthrough's #ImHere multimedia campaign reached more than seven million people and mobilized thousands of everyday Americans to say "#ImHere" to promote the rights of immigrant women.

"I'm using 'The Call' as a powerful tool to convince folks in Montana we must vote down anti-immigration ballot initiative LR 121. There's nothing like a compelling story like this to convince people we must continue to protect victims of crime no matter what their legal status is."

– Patricia Decker, activist

Through a potent mix of user-generated content, targeted social media, and partnerships with artists and celebrities including Conor Oberst and Margaret Cho, the campaign exposed large, new audiences to the ways in which U.S. immigration policy causes and perpetuates violence against immigrant women.

By connecting emotionally and personally with a critical mass of new supporters, #ImHere (the title itself a Twitter hashtag) helped propel the rights of immigrant women onto the national agenda at a pivotal moment in American history, and drove clear – and continuing – demand for change. Immigration overhaul became a top priority for leaders and lawmakers, and newly energized supporters now demand that immigrant women and their rights remain a priority, too.

The campaign's centerpiece, "The Call" – a short narrative film about one mother facing an impossible choice – generated more than 75,000 views and brought home the impact of U.S. policy on the daily lives of immigrant women and families.

The #ImHere online photo project mobilized supporters from 50 countries, forming a visible virtual crowd saying "I'm here" for the rights of immigrant women in the U.S.

Conor Oberst, described as "the voice of the millennial generation," and his band Desaparecidos, promoted #ImHere on their West Coast tour. The campaign also drew the support of a wide range of celebrities and influencers including Harold Perrineau, Eve Ensler, Chandler Massey, Cecile Richards, Baratunde Thurston, Sarah Jones, and others.

- **Named among "the best organizing in America" and one of "6 Activist Projects to Watch" by Alternet magazine.**



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Sharing innovations and empowering changemakers.

All year, every year, Breakthrough staff members travel the world to share, learn, and collaborate – constantly honing the cutting edge of the innovation and culture change that will bring human rights into hearts, homes, and communities everywhere. Here are some examples of convenings we took part in:

Davos, Switzerland, January 2012

Mallika Dutt facilitated a panel at the World Economic Forum's 2012 Forum on India addressing how public, private and civil sectors must collaborate to strengthen Indian human rights and democracy.

New York, New York, March 2013

Dana Variano presented best practices for "Social Media for Social Change" to 800 delegates at the 57th United Nations Commission on the Status of Women.

Negombo, Sri Lanka, July 2012

Leena Shushant trained grantees of the International Initiative for Impact Evaluation (3ie) in using research, evaluation, and communications tools to influence policy.

Lima, Peru, August 2012

Mallika Dutt joined 67 experts from 20 countries convened by the U.N. Secretary General's Special Representative for Violence Against Children to discuss strategies for ending violence against children – and interrupting cycles of abuse within families and against women.

Sao Paulo, Brazil, October 2012

Mallika Dutt shared Breakthrough's methodology – using relevant media, arts, and technology to deliver culture change – with human rights defenders and organizations at the Conectas XII International Human Rights Colloquium.

London, England, December 2012

Sonali Khan and Mallika Dutt, participating in a cross-disciplinary gathering of experts convened by the STRIVE research

consortium, shared best practices for challenging and changing the social norms that drive violence against women.

New York, New York, December 2012

Mallika Dutt led a Clinton Global Initiative panel addressing how influencing behavior and attitudes in the developing world can empower communities and increase educational access for women and girls around the world.

Washington, DC, December 2012

Ishita Srivastava spoke for the rights and security of immigrant women as part of a Rights Working Group delegation to the White House and U.S. Senate.

Inspiring generous action.

FUNDRAISING EVENTS

London, England, September 2012

"India Fantastique"

Legendary Indian designers Abu Jani Sandeep Khosla celebrated their 25th anniversary at a gala event with Dame Judi Dench and Amitabh Bachchan – with all auction proceeds donated to Breakthrough's work.

Sacramento, CA, October 2012

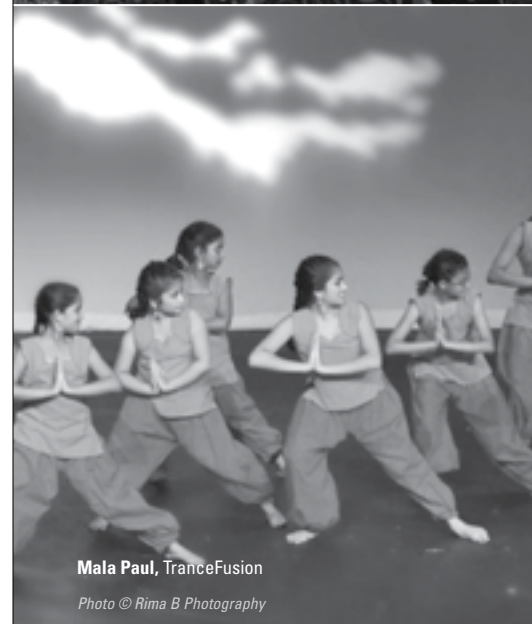
Mala Paul's dance company, TranceFusion, choreographed and performed a sold-out benefit show inspired by the story of HIV-positive Anita, who, through Breakthrough's trainings, rose from widowed outcast to community leader.

"As a girl in India with a troubled family, I felt that society did not stand up for my rights. Later, I came across Breakthrough's earliest music videos about women becoming free from violence. I began choreographing dances to the brilliant compositions. They provided me strength and made me realize I needed to use this art form to help change the lives of other women. I am now lucky to have a daughter whom I look forward to bringing up with strength so she feels proud to be a woman and will change the lives of many more."

– Mala Paul



Dame Judi Dench and Amitabh Bachchan, India Fantastique
Photo © Deidi Von Schaewen



Mala Paul, TranceFusion
Photo © Rima B Photography

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Forging game-changing partnerships.



PARTNERS 2012-Q1 2013

1090 Women Power Line
 A Call To Men
 Action Aid
 AEISEC, Delhi University
 Airtel Delhi Half Marathon
 Alliance for Educational Justice
 Aman Welfare Society
 America's Voice
 American Civil Liberties Union of Arizona
 American Civil Liberties Union of Georgia
 Amnesty USA
 Amnesty International USA
 Association for Advocacy and Legal Initiatives
 Association for Women's Rights in Development (AWID)
 Azim Premji Foundation
 Baliga College
 Belden Russonello & Stewart
 BlankNoise
 BMST
 BNPS
 BRAC
 Bruhat Bengaluru Mahanagara Palike
 CAMPE
 Cancer Care India
 Center for Constitutional Rights
 Center for Reproductive Rights
 Centre for Social Research
 Chotanagpur Sanskritik Sangh

Coalition for Humane Immigrant Rights of Los Angeles
 CODP
 Colors
 Community Development Foundation
 Daud Memorial Christian Gramin Vikas Samiti
 Define American
 Denver Dalley Music
 Department of Women and Child Development, Government of Karnataka
 Desaparecidos
 Desis Rising Up and Moving
 Detention Watch Network
 Dharmajothi
 Dharmarathnakara Rajanahally Maddurayappa Science College, Davangere
 DoSomething.org
 DPS International
 Ella Baker Center for Human Rights
 Evening Star Productions
 Family Planning Association of Bangladesh
 fBomb
 Futures Without Violence
 Gamyra Sansthan
 Gender and Health Equity Project
 Global Grind
 Golden Age Foundation
 GotStaredAt
 Gurushree College, Tumkur District
 Heartland Alliance's National Immigrant Justice Center
 Hamsafar Support Center for Women

HIV/AIDS and STD Alliance Bangladesh
 Hemadri College, Tumkur District
 Hollaback
 Hope Foundation
 Hope Project
 Human Rights Project
 Human Rights Watch Film Festival
 Immigration Equality
 IndiBlogger
 Indo-American Arts Council
 IndiGo Airlines
 Infinity Scope
 Jan Sangam Sansthan
 Karnataka Nataka Academy
 Latina Lista
 Maharshi Mehi Kalyan Kendra
 Mahila Samakhya Karnataka
 Manav Jyoti Foundation
 Mangala Gangothri, Mangalore University
 Media Mobilizing Project
 MeetUsOnTheStreet
 MenEngage Alliance
 Milagris College, Kallianpur
 Ministry of Women and Child Development, Government of India
 MomsRising.org
 Mujeres Unidas y Activas
 National Mission for Empowerment of Women, Government of India
 National Asian Pacific American Women's Forum
 National Domestic Workers Alliance

National Immigrant Project of the National Lawyers Guild
 National Immigration Law Center
 National Institute of Public Cooperation and Child Development
 National Latina Institute for Reproductive Rights
 Nav Bharat Jagriti Kendra
 Navnirman Kendra
 Nisarga Educational & Environment Development Society
 National Economic and Social Rights Initiative
 New York Immigration Coalition
 New York Indian Film Festival
 New York State Youth Leadership Council
 One America
 One Billion Rising
 Opportunity Agenda
 PACS
 Peace is Loud
 People First
 Pixel Project
 Planned Parenthood of New York City
 Promundo
 Red Cross
 Rebecca Project for Human Rights
 Reform Immigration for America
 Rights Working Group
 Roshni Nilaya School of Social Work
 Royal Bank of Scotland
 Sadhana Trust
 Sahbhagi Shikshan Kendra

Sahayog Foundation
 Sahodaya, Bethany Seva Kendra
 Samadhan
 Samarpan Welfare Society
 Samastha Foundation
 Samvedna Grameena Abidi Samstha, Udupi
 Sauti Yetu Center for African Women and Families
 Save the Children
 Shri Dharmasthala Manjuunatheshwara College, Ujire
 Shramik Bharti
 Shree Niranjana Swamy Polytechnic Sunkadakatte, Mangalore
 SIDA
 Srinivasa College, Gubbi, Tumkur District
 Social Work Department, Lucknow University
 Social Work Department, Mahatma Gandhi Kashi Vidyapeeth
 Sonke Gender Justice
 Spandana Academy
 Spandana Trust
 SPURTHI
 Soukhya
 Srijan Foundation
 St. Agnes College, Mangalore
 St. Mary's College, Udupi
 State Resource Center for Women, Government of Haryana
 STEPS
 Support
 Tathagat Welfare Foundation
 The American Immigration Lawyers Association

The International Center for Research on Women
 Therapy
 The Yes Lab
 UNiTE Campaign
 United Nations Development Programme
 United Sikhs
 Unite Women
 UN Women
 U.S. Human Rights Network
 Uttar Pradesh Police
 UPPNW+
 U.S. Human Rights Media Arts Film Festival
 V-Day
 Voto Latino
 We Belong Together Campaign
 We Can
 Witness
 Women's Aid Organisation
 Women and Child Department, Bantwal Taluk
 Women and Child Welfare Department, Government of Uttar Pradesh
 Women's Refugee Commission
 Yuva Shakti Parishad

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Unleashing the power of teamwork with dedication and passion at every level.



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 Suneeta Dhar
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 Mira

*past team member

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**Inspiring generous investment
in meaningful, irreversible change.**



“Breakthrough’s unique approach equips communities with cutting-edge tools for advocacy and culture change, helping transform the world into a safer place for women and a better place for us all.”

– Sally Kohn, progressive writer and activist, Fox News pundit

\$100K+

Dutch Ministry of Foreign Affairs MDG3 Fund
Ford Foundation
Human Dignity Foundation
J.R.D. Tata Trust
Oak Foundation
Open Society Foundations
Oxfam Novib (United Nations Trust Fund)
The Sigrid Rausing Trust
Bernard van Leer Foundation

\$50K+

The Jacob and Hilda Blaustein Foundation, Inc.
Lambent Foundation
United Nations Population Fund
Vodafone India Foundation

\$25K+

Anonymous
The Asia Foundation
The Libra Foundation
The Overbrook Foundation

\$10K+

Nasser Ahmad & Romita Shetty
Anonymous
Abigail Disney
Meera T. Gandhi
Michael Hirschhorn & Jimena Martinez
Rocky Malhotra & Rekha Mahtani

Oxfam India
Vodafone Delhi Circle Employee Contributions

\$5K+

Lucy and Isadore B. Adelman Foundation
Anonymous
Dobkin Family Foundation
Sindhu Horder
L. Camille Massey
Christine McConnell
South Asian Heritage Arts in North America
UN Women

\$1K+

Leslie & Ashish Bhutani
Elizabeth Birch
BNP Paribas India
Ford Foundation Matching Gift Program
John & Anne Hall
Ferial & Wahid Hamid
KPMG
Macquarie Capital Securities (India) Private Ltd
Pegasystems Inc.
Rothschild India Private Ltd
RRK Consult
Syscom Corporation Ltd

\$500+

Pradeep Singh & Margaret Abraham
Goldman, Sachs & Co. Matching Gift Program
Paula Gottlob
Honda Cars India Ltd
Marie-Elizabeth Mali
Terry McGovern
Andrew Patrick Mouat
Network for Good
Sylvia Pedder-Khanna & Ajay Khanna
Sumit Roy & Reemah Sen
Joanne Sandler & Ray Tekosky
Sabina Sudan

up to \$500

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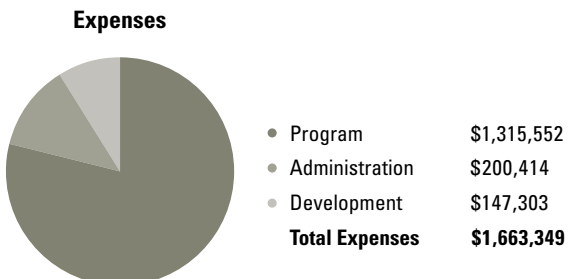
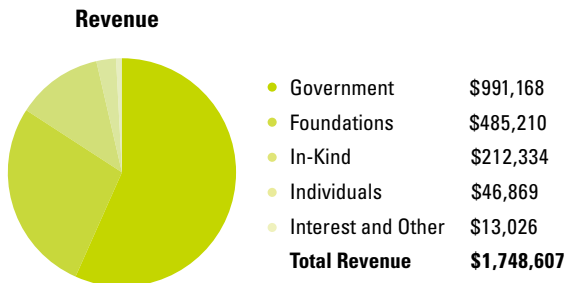
Kamal Fizazi

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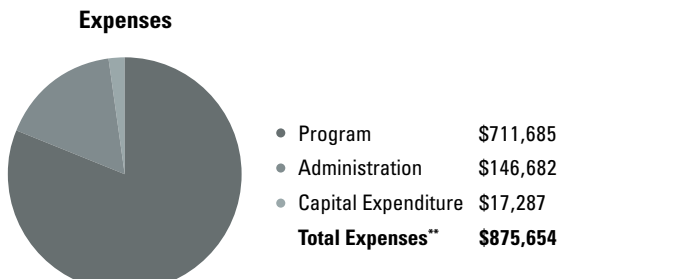
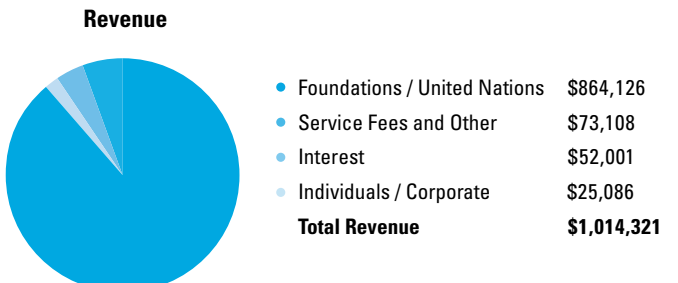
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