



breakthrough

YOU. US. TOGETHER. CHANGE.

It's a wonder she was born. It's an even greater surprise when she lives. She dreams, but they fade away before they can fully form. Often, it's money.

But mostly, it's the role that others define for her. 'Learn to cook.' 'Take care of your siblings.' Working at home, as a child. Working, as a teenager. Wife. Mother. But never her own person.

He's a boy, but he too plays his part in the story others write. 'Don't cry like a girl.' 'Boys will be boys.' 'Be a man.' Trapped in these notions of what it means to be a man, the boy just as easily loses his childhood, and sometimes his way.

And the cycle continues. **Not.**

Not if we – you and I – can help it.

Breakthrough works towards making violence and discrimination against women and girls unacceptable.

We change gender norms by working with adolescents and their communities, working women, their employers and families, as well as by using media campaigns, the arts and popular culture to build a more equal world around us.



BREAKTHROUGH MOMENTS 2017-18.


Redefining what it means to be a girl or a boy.

The highlight of the year was our work with adolescents, boys and girls between the ages of 11 and 18 across UP, Haryana, Bihar, Delhi and Jharkhand. Our Adolescent Empowerment Programme shapes gender attitudes and behaviours at a stage of life when views are still malleable.

We have watched young faces light up when they see that the roles that have traditionally been defined for them are not cast in stone. That there could be a different, even a better way, for boys and girls and men and women to relate to one another. We have walked with them as they explore these new possibilities. ***These are Breakthrough moments.***

And when individuals shift their views, and more progressive, gender-equitable thinking takes root in the mind, families and communities change. And girls can take control of their own lives and bodies, by having the freedom to make their own choices.





**3,80,210 boys and girls
between 11 and 18 years old,
in 3,500 villages in 14 districts
across five states of India,
are undergoing a shift in
attitudes and behaviour
as a result of our work.**

First step out of home and a meeting with the PM!

Meera wanted to go to college. But at home, the 20-year-old was not even allowed into the living room to meet visitors.

When Meera met the Breakthrough trainers as part of Taaron Ki Toli, she shyly offered to help with the set-up. She learned about health, sanitation, and the services the government provides. She started speaking up at the women's group meetings.

Her Breakthrough moment came when she attended the Partners' Forum, 2018 – India Day programme, in December 2018, as a peer educator. In Delhi! "I sat on a train! Till then, I had not even travelled as far as Lucknow," she says. Her parents had their doubts, but Meera says, "they trusted the Breakthrough trainer. For five days, I travelled and stayed with other girls from across India. We swapped stories." And best of all? "I got to take part in a play that we staged before the Prime Minister. I met the PM!"

"Time was when I wouldn't be allowed in front of visitors. Now my parents introduce me to each visitor," she says. Meera's story has lit a spark among young people in the village. Her older sister would often joke that their lives would be wrapped up in cowdung cakes. Now she, too, wants more. She has applied for a job with the police.

US.

Changing the game.

What an incredible year 2017-18 was for Breakthrough India! We started seeing results from our work with adolescents. What happens when you talk to young girls about gender and rights? They stand up for themselves, which is everything. Then they go beyond. They feel their power, the possibility that they can make change happen, and they act.

Breakthrough transforms individuals – at a scale that can change the game. Especially when we use relevant cultural tools – music, film, social media, and more – to center new voices and messages and alter the entire backdrop: this is how we flip the cultural switch.

Sohini Bhattacharya, CEO – Breakthrough India

Our impact on attitudes and behaviours.

J-Pal South Asia studied the impact of Breakthrough's **Taaron Ki Toli** programme that aims to foster gender-equitable thinking amongst adolescents in school, conducted in collaboration with the government of Haryana.

The study found:

Both boys and girls showed significantly improved gender attitudes and behavior after 2 years of the programme. Hearteningly, behaviour change was greater among boys as compared to girls.

Our programme **Streelink**, reached out to more than **12,000** garment factory workers in Faridabad to help them recognize and prevent gender-based violence and discrimination at the workplace and at home. This, so that more women can enter the workforce without fear of stigma or violence.



YOU.

“Breakthrough’s ability to motivate communities in difficult geographies dealing with complex challenges is stellar. They are a valued partner, because they have the critical abilities and understanding to actually make a dent and push forward the rights of women and girls,” says Naghma Mulla, COO, Edelgive Foundation.

Edelgive Foundation partners with Breakthrough to change and challenge gender norms and discrimination in Haryana.
Thank you, for walking with us.

“My journey with Breakthrough started in October 2018. I was looking to write about and speak up about issues in society and change people’s perspectives. That’s when Breakthrough came up with this wonderful offer for me to become a social change actor by writing blogs and social media content. It’s been an overwhelming experience. It’s really good to see people reading what I write, learning a lot of new things, people raising genuine questions. Whenever I have come up with any new idea, people have been really supportive. I feel so much privilege to be a part of this team.”

Orpheus is a content editor based out of Hyderabad. Orpheus is also a social change actor at Breakthrough India.
Your enthusiasm inspires us, Orpheus.

YOU. US. TOGETHER. CHANGE.

Change starts with you and me. That's why we are asking you to make a donation to Breakthrough and become a part of Team Change. At Breakthrough, Team change is a community of people who make change happen, by their choices and actions.

When you make a gift to Team Change, you create a tiny piece of change. In the way people think. A 14-year-old stands up to her family and says she wants to study, not marry. A mother tells her son her story of sexual violence.

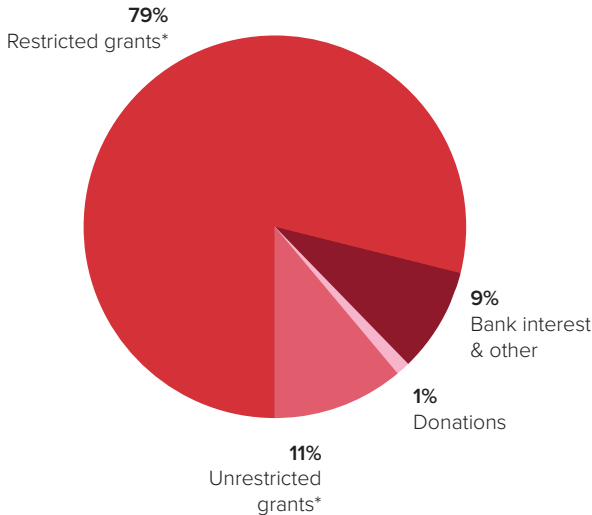
You choose – to not wait for change, but to make it happen. You choose – to take action for the rights for girls everywhere, to an education, to safety, to a living, to life.

Donate now. Choose change.

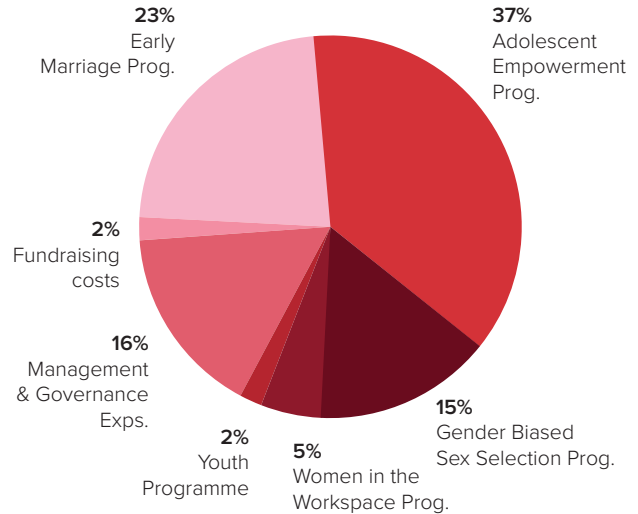


HOW YOUR MONEY IS USED (2017-18).

Income: Rs. 15.76 Cr.



Expenditure: Rs. 15.59 Cr.



*Donors: C&A Foundation, The Ford Foundation, Facebook, Human Dignity Foundation, The David Lucile and Packard Foundation, IKEA Foundation, Charities Aid Foundation, Oak Foundation, Save the Children - Bal Raksha Bharat, Vanguard Charitable Endowment Program, Azim Premji Philanthropic Initiative, Edelgive Foundation, IBA Molecular, OLX, Unicef, UN Women, The JRD Tata Trust, Yes Foundation

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