



breakthrough



Annual Report **2015/16**



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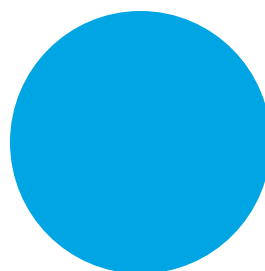
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FROM THE PRESIDENT

Dear friends,

What happens when we tell our stories? We see our lives anew. We shine new light, imagine radical possibilities, hold up mirrors we'd never seen. We craft a new ending—or beginning. Together, we trigger transformation.

What happens when we tell our stories about gender, its confining norms, and our power to break through them? We expose and disrupt the stereotypes and inequalities driving the status quo. We forge empathy and compassion: antipathy's most powerful antidotes. We envision a world in which gender-based violence is unacceptable. We build a world in which we are all our most authentic selves: safe in our relationships, respected in our communities, valued equally by all.

That's what Breakthrough is doing in villages and cities in India, on campuses and online spaces in the U.S., and far beyond. People are telling their stories about saying no to early marriage, standing up to domestic violence and sexual assault, ending gender-biased sex selection. They're immersing themselves in THE G WORD, our dazzling global storytelling platform, designed by some of the world's most innovative storytellers and a first grantee of the National Endowment for the Arts for projects in digital technology.

You'll get a glimpse of some of those stories in these pages. I am so moved by the brave people who have shifted and shared their truths. And I am eternally grateful to you for continuing to be part of Breakthrough's story.

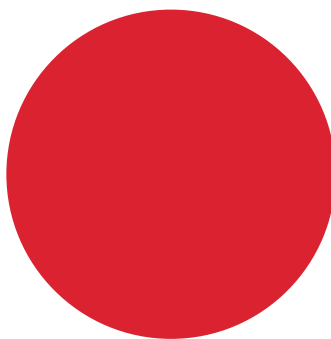
Warmly,

Mallika Dutt

President and CEO



A handwritten signature of Mallika Dutt in black ink, written in a cursive style.



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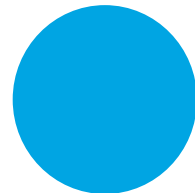
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For a complete list of partners, visit
<http://us.breakthrough.tv/annual-report-15-16>.







DHEERAJ

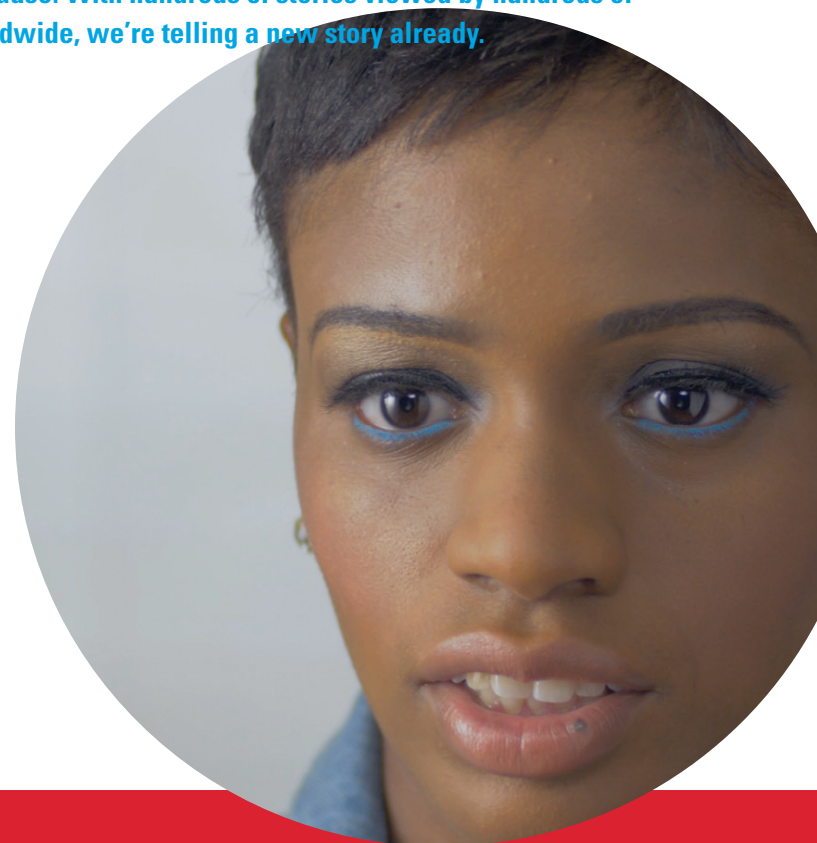
"I used to harass girls. I never thought twice. I learned it was wrong in a Breakthrough training about gender and equality. Later I saw three men saying awful things to a girl. I shouted, 'What do you think you're doing?' When they turned, I saw they were my friends. At first, they were shocked. Now they work with me to stop street harassment."

Bystanders become changemakers as Breakthrough empowers individuals and communities—students, drivers, officials—to stop harassment and promote women's freedom. Our research: 90% of women/girls in India are harassed; harassment is linked to early marriage. Our multimedia campaigns and community initiatives break that cycle, building respect for women's rights at bus stops, in peer groups, and across society.

DESTINY

"I was silent about my abuse. I thought it was my fault. Then my sister's husband murdered her and her kids. When I finally spoke out, people I knew started telling me they'd been abused. I'd had no idea. Sharing my story with Breakthrough was my way of healing. I want all survivors to feel able to do the same."

Our global multimedia storytelling platform, THE G WORD, is changing the way people talk about gender, in their lives and across society. When we connect our stories to larger issues—and other people—we envision a world free from rigid gender norms and the violence they cause. With hundreds of stories viewed by hundreds of thousands worldwide, we're telling a new story already.



"Breakthrough is doing something daring and truly different."

– Umi Howard, director of the Lipman Family Prize at the University of Pennsylvania

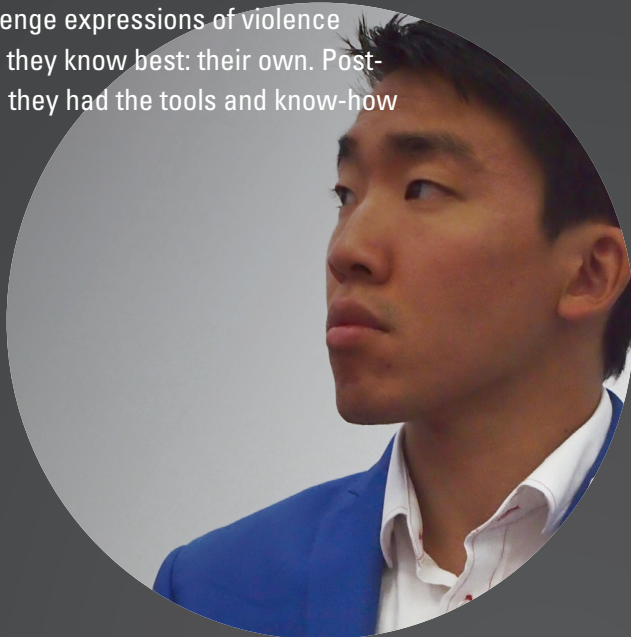
"Breakthrough prevents violence and discrimination by changing norms. Breakthrough engages the whole community, especially men and boys, to become agents of change, shifting the perception of violence against women from a 'woman's issue' to 'everyone's issue.' Media, arts, and technology target places where social norms are shaped—schools, churches, workplaces, social media. Programs include classroom modules, leadership development, educational entertainment such as interactive theater, video vans, call-in radio shows, and online games, and mass media public service advertising. Breakthrough also trains police, government officials, teachers, and frontline healthcare workers as a means of preventing future systemic violence against women and girls."

— The Skoll Foundation

JOSEPH & JULIA

"I'm a real estate broker, not a seasoned advocate. But I see street harassment every day and wanted to inspire other men to join me to stop it. Breakthrough helped my co-founder, Julia, and me design and take our organization, SAFER NYC, to a level of credibility and impact beyond what I imagined was possible—for the organization, and for me."

Designed in collaboration with the Wharton School of the University of Pennsylvania Leadership Program, our immersive, personalized culture change workshops enabled diverse participants—many new to activism and the issue—to challenge expressions of violence against women in the communities they know best: their own. Post-trainings, 100% of participants said they had the tools and know-how to make change.



SURO

"I kept telling my parents I did not want to marry. They did not listen. 14 of my friends went to my teachers for help. Fortunately, they had been trained by Breakthrough. They prepared together and went to plead my case. And my parents relented. Now I can do what I dreamed: continue to study. And a mission has begun in our school. We are ready to help stop more girls from getting married."

Our deeply transformative interventions raise the age of marriage for girls, elevating their status and redesigning their futures. Inspired by our provocative mass media and street theater, along with intensive engagement of existing and emerging leaders, families and communities are upending the status quo, saying no to early marriage and yes to girls' rights.



WILL MCELHANEY

"When we read about fraternity houses hanging banners making light of rape, we knew we had to do something. Breakthrough gave us the guidance and leadership training to take a stand. We made banners with positive anti-rape messages—and got every fraternity on campus to hang one. Breakthrough made us catalysts for the change we wanted to see."

Campuses where gender-based violence and sexual assault are unacceptable: that's what our intensive culture change workshops equip student leaders to create. Together with strategic digital engagement reaching more than 1 million—and recognized by Facebook as highest-impact social media advocacy—our efforts inspire young people to take bold new action for every student's right to learn, and live, with safety and respect.



VIRENDRA

"When I was 18, I attended a Breakthrough workshop in my village. We talked about gender, human rights, and domestic violence. My eyes were opened and I embarked on a new journey. I organized friends and neighbors into a group called Dabang ("Daredevil"). When an act of violence occurs, we gather around and clap or whistle. This helps stop the violence—and impunity—and shows that we stand for women's safety and rights."

We all have the power—and responsibility—to stop domestic violence. Since 2008, Breakthrough's world-renowned and globally adapted Bell Bajao/Ring the Bell has reached more than 248 million people and proven that small but bold actions add up: to measurable shifts in women's safety and cultural support for equality.



MEENA

"With other maternal health workers in my community, I attended a Breakthrough training about stopping gender-biased sex selection. Afterwards, I met daily with mothers who were pregnant with girls and made sure they could resist any pressure. I feel good that I've helped bring more girls into the world and changed perceptions about women that start before they're born."

We value girls. From the whisper of a healthcare worker to the blast of multimedia campaigns reaching millions, this Breakthrough message is changing culture and practice every day. Across families, neighborhoods, cities, and societies, our rigorously tested interventions inspire new choices—and new generations—to rebalance the sex ratio and stand for girls' lives and rights.

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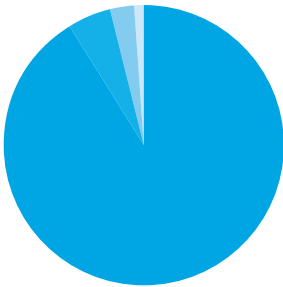
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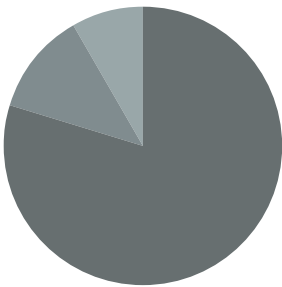
United States

REVENUE



Government & Foundation	\$2,878,141
In-Kind	\$164,627
Individual & Corporation	\$85,970
Interest & Other	\$28,471
Total Revenue	\$3,157,209

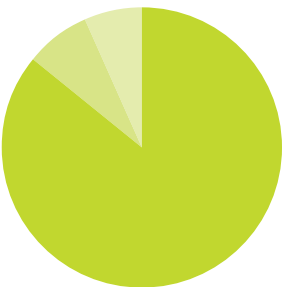
EXPENSES



Program	\$1,915,044
Development	\$283,766
Administration	\$197,477
Total Expenses	\$2,396,287

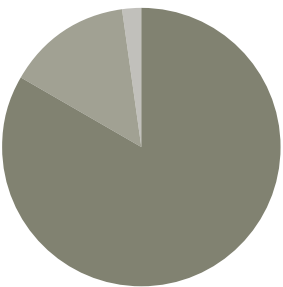
India

REVENUE



Government & Foundation	\$1,812,000
Individual & Corporation	\$164,000
Interest & Other	\$135,000
Total Revenue	\$2,111,000

EXPENSES



Program	\$1,347,000
Administration	\$234,000
Development	\$35,000
Total Expenses	\$1,614,000

Exchange rate is 1 USD = 67.85 INR
For the period of April 1, 2015 to March 31, 2016

"Breakthrough works to end violence and discrimination against girls and women by smashing the notion of traditional gender stereotypes."

– Pete Dominick, Sirius XM



Human rights start with you.



breakthrough

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