

WITNESS

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WITNESS uses the power of video to open the eyes of the world to human rights abuses. By partnering with local organizations around the globe, WITNESS empowers human rights defenders to use video as a tool to shine a light on those most affected by human rights violations, and to transform personal stories of abuse into powerful tools of justice. Since its founding in 1992, WITNESS has partnered with groups in more than 60 countries, bringing often unseen images, untold stories and seldom heard voices to the attention of key decision makers, the media, and the general public - prompting grassroots activism, political engagement, and lasting change.

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WITNESS PERFORMANCE DASHBOARD END OF YEAR REPORT FY06 (July 2005 - June 2006)

WITNESS' Program has two principal components:

- 1 Core Partners:** 12-15 campaign-specific relationships with human rights organizations, each 1-3 years in length, designed to create visibility and impact using video.
- 2 Seeding Video Advocacy:** Short-term trainings to networks of human rights defenders; development of training materials & methods to 'seed' best practices in video advocacy as broadly as possible.

HIGHLIGHTS: CORE PARTNERS

New videos FY06

- + "Awaiting Tomorrow" (AJEDI-Ka/PES) is about **living with HIV-AIDS in war-torn Democratic Republic of Congo**
- + "Between Two Fires" (HURIFO) highlights the **torture and abuse of internally displaced persons in Uganda**
- + CEMIRIDE's video is an evidentiary submission to the African Commission on **land rights of the indigenous Endorois community in Kenya**
- + "Equal Access" (Organization Drom) focuses on the **right to quality education for Romani children in Bulgaria**
- + "Living Proof" (API) documents a groundbreaking initiative to provide **alternatives to institutional confinement of Croatians with intellectual disabilities**
- + "Outlawed" (WITNESS & 14 partners) focuses on **extraordinary rendition, torture and disappearances in the "war on terror"**
- + "Rights on the Line" (AFSC) exposes the **anti-immigrant politics that lurk behind the Minuteman Project** through a close-up look at vigilantes on the US-Mexico border
- + "Season of Fear" (Burma Issues) documents the **escalating attacks on Karen civilians in Eastern Burma**

PEOPLE ARE SAYING:

"Thanks so much for all the assistance, with "Rights on the Line", of course, but also the training and experience. I didn't know how to turn on a camera before the WITNESS training and now filming and editing is an essential part of my work. The trainings and experience you provided allow me to use video as a tool to protect one of the most vulnerable segments of our society and highlight the reality behind the growing anti-immigrant movement."

-- Ray Ybarra, Ira Glasser Racial Justice Fellow, ACLU Texas, USA

Core Partner successes:

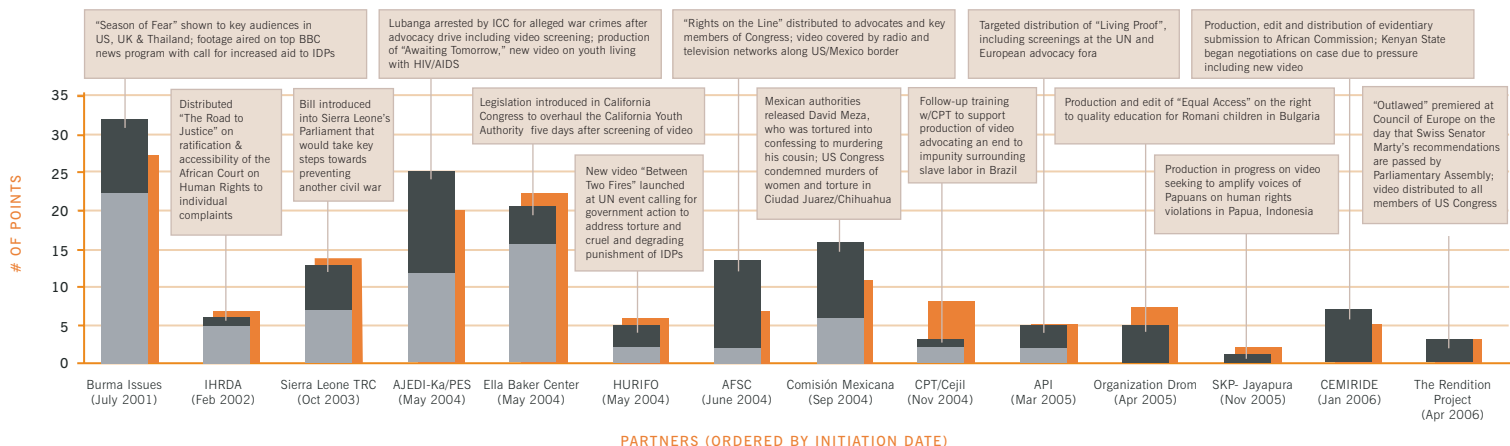
- + "Dual Injustice" exposed femicide and torture in Ciudad Juarez/Chihuahua, Mexico through the story of Neyra Cervantes who disappeared in May 2003, and her cousin David Meza, who was tortured to confess to her murder and spent 3 years in prison without trial. The video was a part of an international campaign for his acquittal, which **successfully led to his release in June 2006**.
- + "A Duty to Protect" was screened and distributed to key International Criminal Court (ICC) officials in November 2005 in order to encourage the ICC to investigate and prosecute people responsible for recruiting and using child soldiers. An ICC commitment was secured, and **Thomas Lubanga Dvilo from the Democratic Republic of Congo was arrested by the ICC for enlisting and conscripting child soldiers in March 2006**.
- + "Witness to Truth" formed the basis for **an unprecedented Special Plenary Session of the Sierra Leone Parliament on November 14th, followed by the introduction of the WITNESS-supported TRC bill into Parliament**.
- + **The UN Security Council was briefed on Burma for first time ever**, following a growing international campaign emphasizing the range of human rights abuses and threats posed by the SPDC regime.
- + "Against the Tide of History" anchored a campaign resulting in **free access to prostheses for landmine survivors** in the Casamance region of Senegal and unprecedented international donor and national government support for income-generating projects for landmine survivors.

CORE PARTNERSHIPS: PROGRESS OVER TIME

The graph below shows progress in our Core Partnerships in the last fiscal year (black bar) added to the cumulative results since the initiation of each partnership (grey bar) compared to the goals set for the end of FY06 (orange bar). Point scores are calculated using the table of values on the following page. We highlight outcomes only where a plausible relationship exists between the results and the video advocacy which has taken place. Partnerships take differing lengths of time to achieve results, and any assessments must be understood in light of the unique environments in which people work. Additionally, we acknowledge the varying collaborative roles which our Core Partner, the video itself, WITNESS' institutional input, our allies and other relevant stakeholders have in helping to create change. Human rights work occurs in a climate of uncertainty, and we also recognize that outside circumstances beyond our control may accelerate or limit the progress of a campaign.

CORE PARTNERSHIPS: Progress Over Time

■ Points since partnership inception ■ Points for FY06 ■ Goals by end FY06



PARTNERS (ORDERED BY INITIATION DATE)

ACTIVITY or RESULT		POINTS		POINTS
OUTPUT	Initial partnership training including technical and strategic orientation completed	1	Video Action Plan (VAP) completed	1
	Follow-up training completed (occurs only where necessary)	1	Targeted distribution to audiences identified in VAP largely completed	1
	VAP-specific edit completed and video produced; or substantial VAP-specific re-versioning of video	1	All production/filming completed in preparation for an edit on video related to VAP goals	1
OUTCOME	Environment for desired VAP outcome created, or policy or legislative precursors to outcome generated if a plausible relationship connects it to WITNESS and the partner's video advocacy activities.			2
	VAP goal achieved – defined as an achievement of benchmarks agreed upon with Core Partner, and in each case only if a plausible relationship connects it to WITNESS and the partner's video advocacy activities. Partners may identify multiple goals in their VAPs. Video Action Plan goals can include: <ul style="list-style-type: none"> • Issue creation/agenda-setting with target audiences • Influence on the way an issue is discussed by targeted audiences, or the attitudes they express • Influence on policy of targeted audiences • Influence on behavior or practices of targeted audiences • Achievement of intended level of capacity-building in either editing/production capacity or video advocacy capacity within partner organization. 			3 (per VAP goal)
	Negative outcome directly contrary to VAP goal, if a plausible relationship connects it to WITNESS and the partner's video advocacy activities			-3 (per VAP goal)
IMPACT	Underlying desired impact achieved, if a plausible relationship connects it to WITNESS and the partner's video advocacy activities, e.g. on a project to reduce the widespread use of child soldiers this 'impact' measure would analyze whether the usage of child soldiers has been reduced			4

HIGHLIGHTS: SEEDING VIDEO ADVOCACY

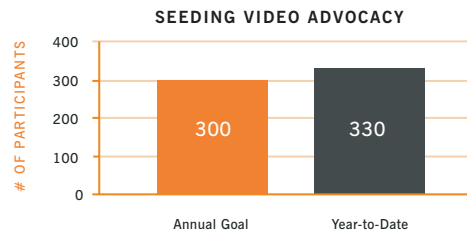
Seeding Successes

- + During the year, we reached **887 changemakers from over 95 countries** in our seeding program. Seedings were held in Brazil, Croatia (3), England (2), Germany, Hungary (3), Ireland, Italy, Switzerland, Thailand, Tunisia, Ukraine, and the US (15) for a broad range of audiences, including NGOs, UN organizations, regional inter-governmental bodies, media allies, universities, donors and youth groups.
- + **Over 330 seeding participants benefited from more in-depth workshops, trainings and multi-day trainings.** Following participation in a WITNESS seeding program, the Centro de Estudios Legales y Sociales (CELS) in Argentina used video to document Buenos Aires' prison conditions and filed for a habeas corpus on behalf of all inmates. In an unprecedented and historical decision, Argentina's Supreme Court upheld the habeas corpus and ordered authorities to resolve the situation. *"Attending a WITNESS workshop has helped us strategically incorporate video into our advocacy and outreach",* said Andrew Pochak from CELS. *"Although we had compelling legal arguments and impressive statistics, the video showed the judges what these facts and figures actually mean for the lives of those in prison. Given how effective video was, we definitely will continue to use it as a tool."*
- + **'Video for Change: A Guide for Advocacy and Activism'**, edited and written by WITNESS staff and leading video activists, was published by Pluto Press (UK). Translations are pending into French, Spanish, Russian, Portuguese, Arabic, Bahasa Indonesia and Turkish. The book is available for free download at www.witness.org.

SEEDING ACTIVITIES

Seeding Activities include:

Short **presentations** on the use of video; two- to three-hour **workshops**; half- and full-day **trainings**; and **multi-day trainings**. Our benchmarks to the right are for workshops, trainings and multi-day trainings.



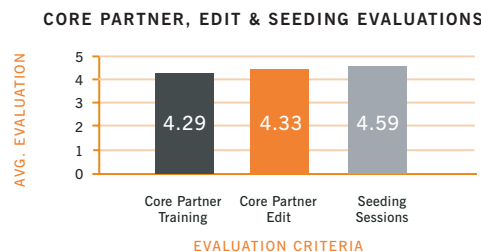
PEOPLE ARE SAYING:

"It was very inspiring to see the kind of powerful work being done by other activists around the world, even if some of it was hard to watch. And to hear of the kind of impact these groups have had using video was fantastic, really inspiring."

-- Seeding Participant

HOW OUR PARTNERS & TRAINEES EVALUATE US

WITNESS solicits evaluations from each **Core Partner and Seeding Training**, and conducts regular evaluations with each Core Partner. **Our goal is to secure an average evaluation score of at least 4 out of 5**, and to solicit and address constructive feedback on how to improve our support.



PEOPLE ARE SAYING:

"The technical section can be improved by the trainers having more cameras so that the people being trained can have more access"

-- Core Partner Training Participant

"This was an excellent opportunity to acquire a hands-on knowledge of the dynamics of editing."

-- Core Partner Edit Participant

Graph based on 12 Seedings, 4 Core Partner Trainings and 3 Core Partner Editing Evaluations

SPOTLIGHT ON THE RENDITION PROJECT

Partner WITNESS & 14 partners (the American Civil Liberties Union, Amnesty International, Breakthrough, the Brennan Center for Justice and the Center for Human Rights & Global Justice at NYU School of Law, the Center for Constitutional Rights, Freedom House, Human Rights First, Human Rights Watch, the International Commission of Jurists, Liberty, the National Council of the Churches of Christ in the USA, Redress and Reprieve).

Country USA **Inception** April 2006

Description WITNESS produced a 27-minute video entitled "Outlawed: Extraordinary Rendition, Torture and Disappearances in the 'War on Terror'". The video tells the harrowing stories of Khaled El-Masri and Binyam Mohamed, two men who have survived extraordinary rendition, secret detention and torture by the U.S. government working with various other governments worldwide. "Outlawed" places the post-9/11 phenomenon of renditions and the "war on terror" in a human rights context for use on a global level in advocacy, education, and mobilization.



Key Impact Since Inception of Partnership

"Outlawed" premiered on June 27, 2006 during the summer plenary session of the Parliamentary Assembly of the Council of Europe (CoE) in Strasbourg, France. The screening took place on the day the Assembly adopted the resolution and recommendations of the widely publicized report by Swiss Senator and CoE rapporteur Dick Marty. The report documents widespread European collusion with the CIA in renditions, torture and disappearances.

In June, "Outlawed" was also delivered to every member of the U.S. Congress, in conjunction with a teach-in and special day of lobbying against extraordinary rendition as part of Torture Awareness Month coordinated by Amnesty International, the American Civil Liberties Union, Physicians for Human Rights and others.

Media

"Outlawed" excerpts were broadcast on BBC, Euronews, Russia Today, France 3, Radio France International, Islam TV, WBAI and alnetnet.org.

Key Future Goals

All 15 partners, including WITNESS, have completed distribution strategies on how they will disseminate and screen the video to target audiences over the coming months in order to achieve a range of advocacy goals.



The Outreach Department promotes WITNESS and its campaigns to foster discussion, involvement and action among targeted audiences in support of human rights. The department uses traditional communications tools, along with the power of new media, to achieve its goals.

The Technology Department supports WITNESS' internal technology needs and pursues new opportunities in technology to increase our global impact.

PRESS HIGHLIGHTS

+ **Coverage of the WITNESS NY Gala co-hosted by Angelina Jolie reached well over 7,000,000 people** via news and entertainment coverage on TV, photo distribution via AP and Reuters, and society pages. Highlights included a more in-depth profile of the Gala event as a vehicle to discuss the value and impact of celebrities in nonprofit work in TIME, "The Year of Charitainment" (Monday, Dec. 18, 2005).

+ **WITNESS gained widespread media coverage on organizational activities and campaigns including:**

Hollywood Reporter

Voice of America

The Village Voice

The Sundance Channel

PBS series "Charlie Rose Show"

CNN's "American Morning"

"NOW with David Brancaccio"

WITNESS blog on BBC's business online section

Business Week online

US News & World Report

New York Times Online

BBC World News & Newsnight

Euronews

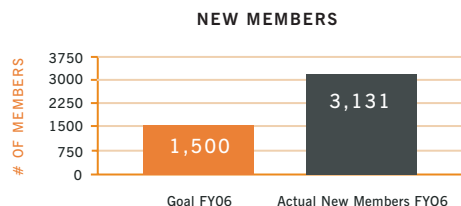
France 3

Radio France International

+ **Coming Soon: WITNESS is creating a new participatory website called the "Video Hub"** where anyone with human rights related footage from around the world can upload video using the internet and mobile devices to build an online advocacy forum and use the power of images to create change.

NEW MEMBERSHIP

We exceeded our new membership goal by 100% in FY06 by adding 3,131 members during the year, surpassing our annual goal of 1,500. This significant increase in membership is linked to doubling our website traffic during the year and increased media exposure.





Archive Department End of Year Report FY06

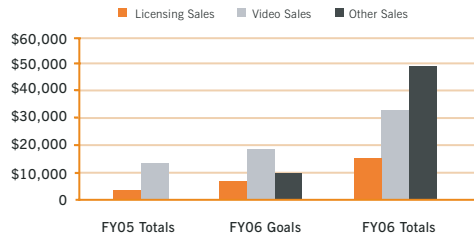
The **WITNESS Media Archive** contains over 2500 hours of video representing original raw footage from human rights organizations around the world, as well as original documentary productions. Our mission is to support the ongoing work of WITNESS partners, to provide broader access to a wider community of advocates, journalists and filmmakers, and to contribute to the documentation and preservation of the audiovisual human rights record.

NEWS & UPDATES

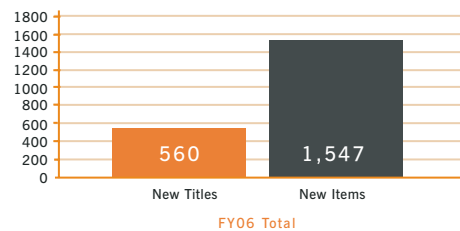
- + **First Media Archive brochure mailed to 9000 contacts**
- + **Footage and productions licensed** to Sundance Channel, Democracy Now!, Amnesty International, Save Darfur Coalition, NOW with David Brancaccio, Current TV, CBC, BBC, the Salvation Army and many others
- + **First-ever sales catalog of WITNESS productions published** and mailed to 17,000 potential buyers in the academic and educational markets, resulting in dramatic sales increases
- + **New Web Store launched** at www.witness.org/store

REPORTS ON METRICS

SALES & LICENSING REVENUES



VIDEO ADDED TO COLLECTION



Video Sales & Licensing Reviews

- Video Sales revenues increased more than 300% since the January 2006 catalog mailing.
- Licensing revenues increased more than 300% since FY05.
- Other Sales are comprised of *Video for Change* book and *Artists Support* www.witness.org project.

New Archive Footage

560 titles from 11 countries including Brazil, Bulgaria, Burma, Croatia, the Democratic Republic of Congo, Indonesia, Kenya, Mexico, Sierra Leone, Uganda and the US



Development Department End of Year Report FY06

Through the efforts of the **WITNESS development team**, the organization has experienced tremendous growth over the past several years, more than doubling the size of our budget. Our current cash portfolio represents a healthy balance of support for our operations. Still, we are continually seeking to diversify our support base to lessen our reliance on any one source of funding, and develop new earned income initiatives to enhance our self-sufficiency.

NEWS & UPDATES

- + In FY06, **WITNESS received 18 new foundation grants totaling \$1,727,371**, bringing our total operating budget revenue raised to \$2,636,467¹—nearly meeting our projected goal of \$2,900,000 for the year. The shortfall was due to delays in processing our annual requests to the Oak Foundation and Ford Foundation; Oak has since approved a two-year grant of \$416,000 for FY07-08 and Ford has approved a 1-year grant of \$200,000 for FY07.

Funding was received from:

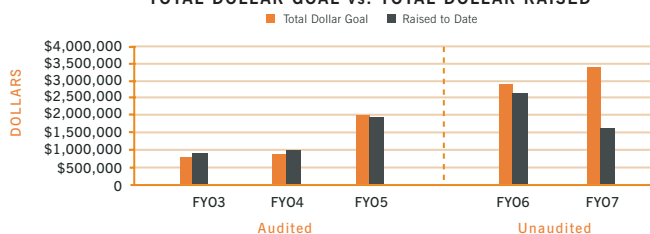
Anonymous donor-advised fund
Ford Foundation
Germeshausen Foundation
Glaser Progress Foundation
HIVOS (Netherlands)
JEHT Foundation

Libra Foundation
Lowe Family Foundation
Mertz Gilmore Foundation
Morton K. and Jane Blaustein Foundation
Omidyar Network
Open Society Institute

Overbrook Foundation
Schregardus Family Foundation
Skoll Foundation for Social Entrepreneurship
William H. Donner Foundation

¹ Preliminary, unaudited figures.

TOTAL DOLLAR GOAL vs. TOTAL DOLLAR RAISED²



² Income excludes in-kind goods and services as well as income restricted to future periods.

INCOME COMPOSITION FY06³



³ Excludes in-kind goods and services estimated at \$431,660.