

Operation



Broken Silence

# 2013 ANNUAL REPORT

## & A REVIEW OF THE YEAR



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**Operation**



**Broken Silence**

**ABOUT**

# MISSION STATEMENT

Operation Broken Silence is a non-profit dedicated to responding to the horrors of mass atrocity crimes by confronting such actions through the creative use of multimedia, providing direct and indirect assistance to survivors, and publicly advocating on behalf of the victims.

## THE IDEA

Operation Broken Silence is a movement fighting for peace and justice in Sudan. For more than two decades the regime of indicted war criminal Omar al-Bashir has waged campaign after campaign of mass atrocity crimes against the people of Sudan's periphery regions and present day South Sudan.

It is hard to imagine what these crimes actually look like. The numbers are so staggering that it is easy to think the situation is hopeless. But we have chosen to live thinking we can do something about it. Why? Because we have met the survivors, and they want our help. The people of Sudan will ultimately be the ones who implement the change they seek. Sudan is their country and they are responsible for it. Our mission is to support them as they work towards a better future.

## PHILOSOPHY

Our work philosophy comes directly from victim and survivor needs. We do not assume we have all the answers or know what needs to be done. Many of our best ideas do not belong to us, but to the people we seek to help. Service and listening is at the heart of Operation Broken Silence.





# IN THE FIELD: SUDAN'S NUBA MOUNTAINS

# MEDIA AND MOBILIZATION

We believe that media has the power to change the way people think, feel, and act. Within our media we tell stories of people suffering underneath the crimes of the Sudanese government and then call people to mobilize for action.

## Film and Video

We released four videos in 2013 calling people to action around specific advocacy and fundraising needs. Our videos played a growing role throughout the year in supporting and empowering our efforts. The campaigns these videos were featured in [raised thousands of dollars](#) and even [earned a response](#) from a high ranking United States Senator.

Our first documentary film *Across the Frontlines* (2012) continued to reach new audiences throughout 2013. Our media team spent Q4 of 2013 creating our second documentary film *Land of the Hungry*, which was released on January 1, 2014.

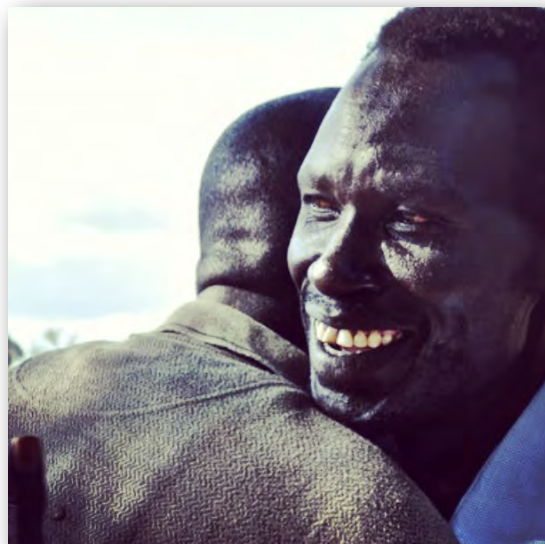
## Photos

We rapidly expanded our photographic collections from Sudan, events, and advocacy efforts on a new online photography platform to further introduce, educate, and call people to action on Sudan.

CLICK HERE TO WATCH  
OUR FILMS AND VIDEOS



CLICK HERE TO SEE ALL  
OF OUR 2013 PHOTOS



# PROTECTION & EMERGENCY RESPONSE

We work with local organizations and our End Nuba Genocide Coalition to protect Sudanese communities and empower emergency response operations on the ground in the country's Nuba Mountains. Our relationships with Coalition members and local partners deepened throughout the course of the year.

## Reaching the Hardest Hit Communities

Local partners made us aware of a forgotten sector of the Nuba Mountains that has received virtually zero relief for two years due to extreme insecurity in the area. In May of 2013, our Coalition worked with local partners and surged a large amount of food and seed stock relief to avert the widespread starvation of an estimated 22,000 people. Funds were provided to a local partner organization to assist further in July of 2013. Working in tandem with the Coalition, we will continue serving this area of the Nuba Mountains until the humanitarian crisis is reversed.

[CLICK HERE TO READ THE MISSION REPORT](#)



[CLICK HERE TO SEE THE MISSION PHOTOS](#)



[THESE MISSIONS ARE FUNDED BY INDIVIDUALS LIKE YOU. CLICK HERE TO CREATE A FUNDRAISING PAGE.](#)



# ADVOCACY

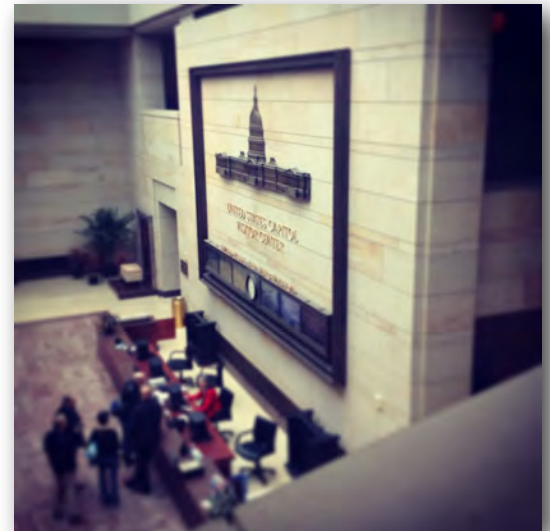
We believe that sustainable political advocacy can empower the United States government, international organizations, and citizens to push for a permanent peace and justice in Sudan.

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Our staff engaged in 41 public speaking engagements concerning our work and the situation in Sudan. We visited universities, churches, conferences, radio stations, and many other venues to publicly advocate on behalf of the Sudanese.

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We travelled to Washington D.C. twice to advocate in Congress and provide an update concerning the situation on the ground. Our staff and activists remain in touch with Congressional offices via phone and email to minimize travel costs and sustain our advocacy work.







# INSIDE THE OBS MOVEMENT

# A YEAR OF POSITIVE TRANSITION

We completed our transition to an organization that focuses solely on Sudan. Our simplified operating model and streamlined efforts allowed us to blaze down the road we are most passionate about.

## THE MOVEMENT

We successfully completed the pilot phase of our school group program, grew our online fundraising presence, and launched a pilot official partnership program. Our staff is always learning, so we expect that changes to these programs will continue into the future.



# INCREDIBLE OFFICE

## [The Jay Holcomb Urban Center of Hope](#)

continued to provide us a fully furnished office space at an extremely affordable rate. Although most of our meetings take place outside of the office, we frequently use this space for our media work and larger meetings.

Noticeable additions we made: a black screen for media projects, a merchandise management station, and an expanded research library.

# OUR AMAZING STAFF

Our team remained volunteer-based throughout the year and shrank to a size of 5 as we streamlined our mission and operating model.

Who said a small group of committed individuals can't change the world?

# AWESOME EVENTS

We hosted several events throughout 2013. Our most popular one was [Good People / Good Beer](#) and we'll be doing another in 2014.

CLICK HERE TO SEE  
THE EVENT PHOTOS



CLICK HERE TO SEE THE  
RED CARPET PHOTOS



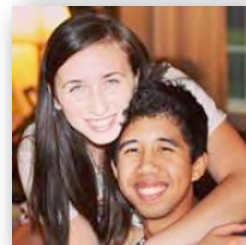
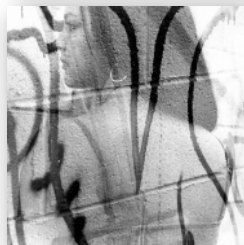
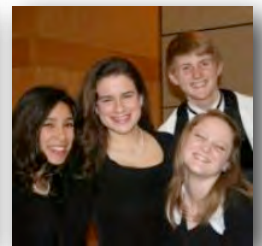
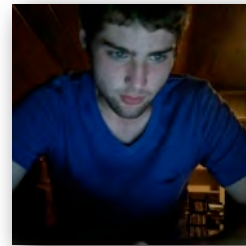
# CIVILIAN PROTECTORS

Our [Civilian Protectors](#) are our recurring monthly investors that help us have a more sustainable impact. In 2013, our Civilian Protectors group included 8 individuals that collectively gave \$2,020.

We keep up with this wonderful group of people on a private Facebook group and via email. They frequently get an opportunity to hear about our successes before the public does, and they see all of our media and campaigns before they launch.

# FUNDRAISERS

We put the power of online fundraising tools and our media resources into the hands of 52 amazing individuals. They helped us achieve some incredible things. Here's some of our favorites.





Online

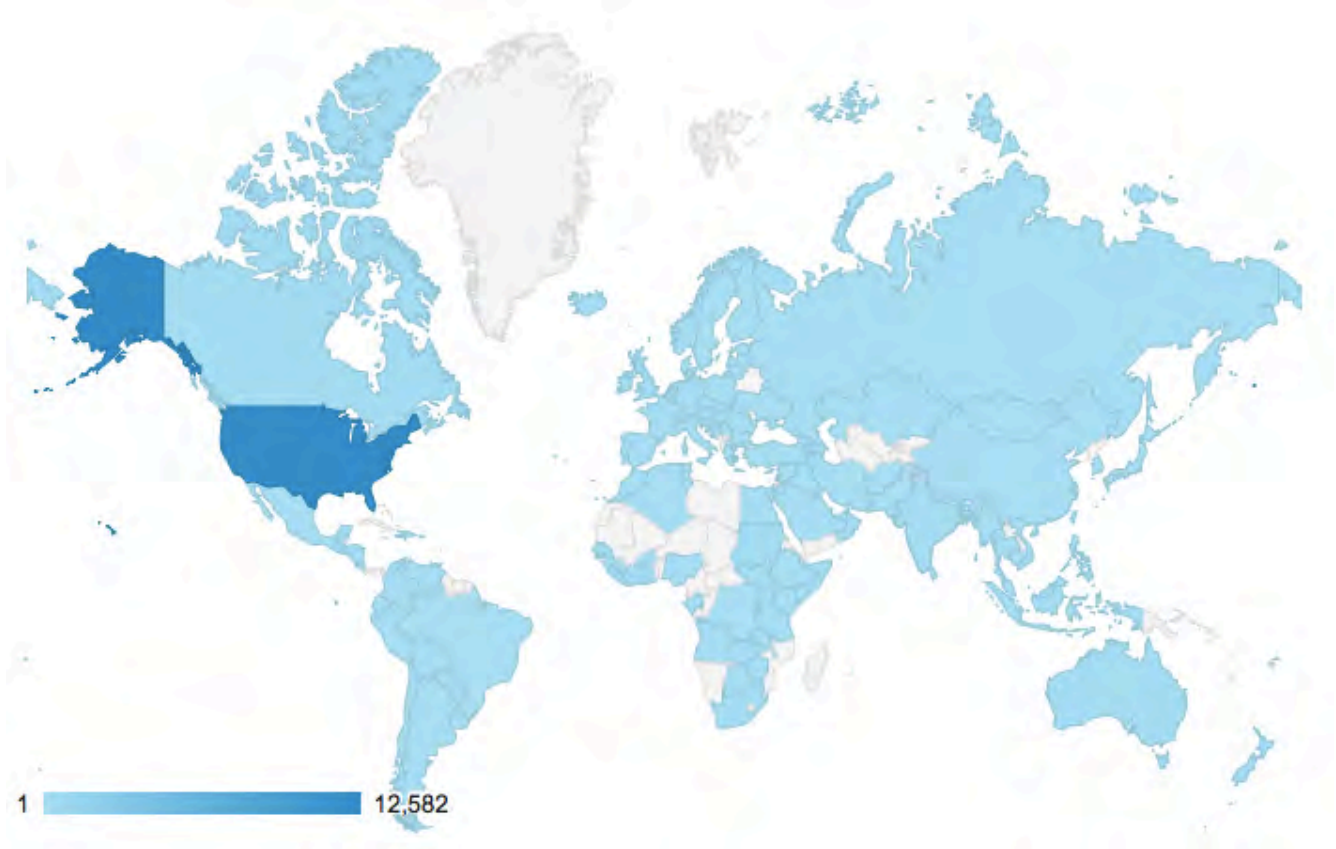
# HOME ONLINE

We upgraded our website, downsized content, and simplified our online design based on follower feedback. Simply put, our website is now more user-friendly.

## VIEWERSHIP

Our website continued to introduce people to us in 2013:

- 10,588 people visited our website a total of 15,393 times.
- 31,599 pages were viewed throughout the year.
- 68% of our online visitors were saying hello for the first time.
- 137 countries were represented by our online visitors.
- Facebook and Twitter helped 1,514 people return to our website.
- Our mobile and tablet-friendly website allowed thousands of additional visits outside of the traditional laptop and desktop computer.



# STAYING CLASSY

We leveraged [the most powerful online fundraising tools](#) in 2013 to provide our supporters more access to our work and resources for fundraising. Individuals created their own personalized fundraising pages that came complete with our best media.

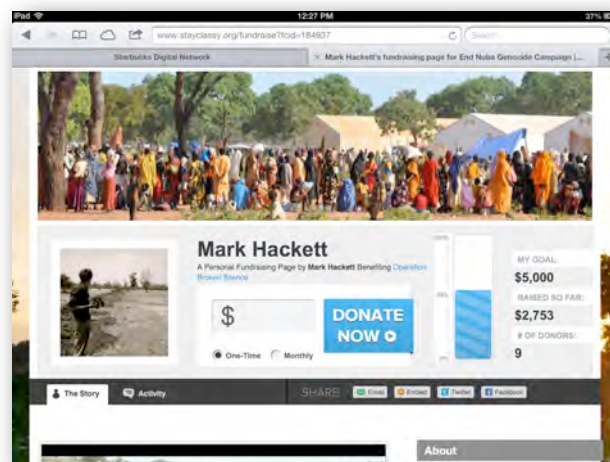
# SOCIAL MEDIA

In 2013 our online presence grew following our 2012 expansion to new social media platforms. Our [Twitter account](#) reached just over 10,000 followers by the last day of the year.

Just how impactful is our online presence? Our social media accounts helped 1,514 individuals return to our website to learn more and take action.

# ONLINE DONATIONS

We received 251 online donations in 2013 between our Civilian Protectors, one-time donations, and Stay Classy fundraising pages.





# FINANCIALS



# RECAP

We ended 2013 positive about the future due to our steady growth throughout the year. We increased our abilities to invest in more direct solutions for challenging Sudanese government war crimes by investing in the Sudanese people.

Starting Funds in 2013	\$16,807.76
Funds Raised During 2013	\$49,911.29
.....	
Total Available Funds in 2013	\$66,719.05

## 90% MODEL: OUR 2013 GOAL

In 2013, our goal was to use 90% of all funds for programs and reserve only 10% for our overhead costs. Due to using overhead funds from 2012, we missed our goal by only 2%.

.....>  
PERCENT ACHIEVED 2013      **88%**  
.....>

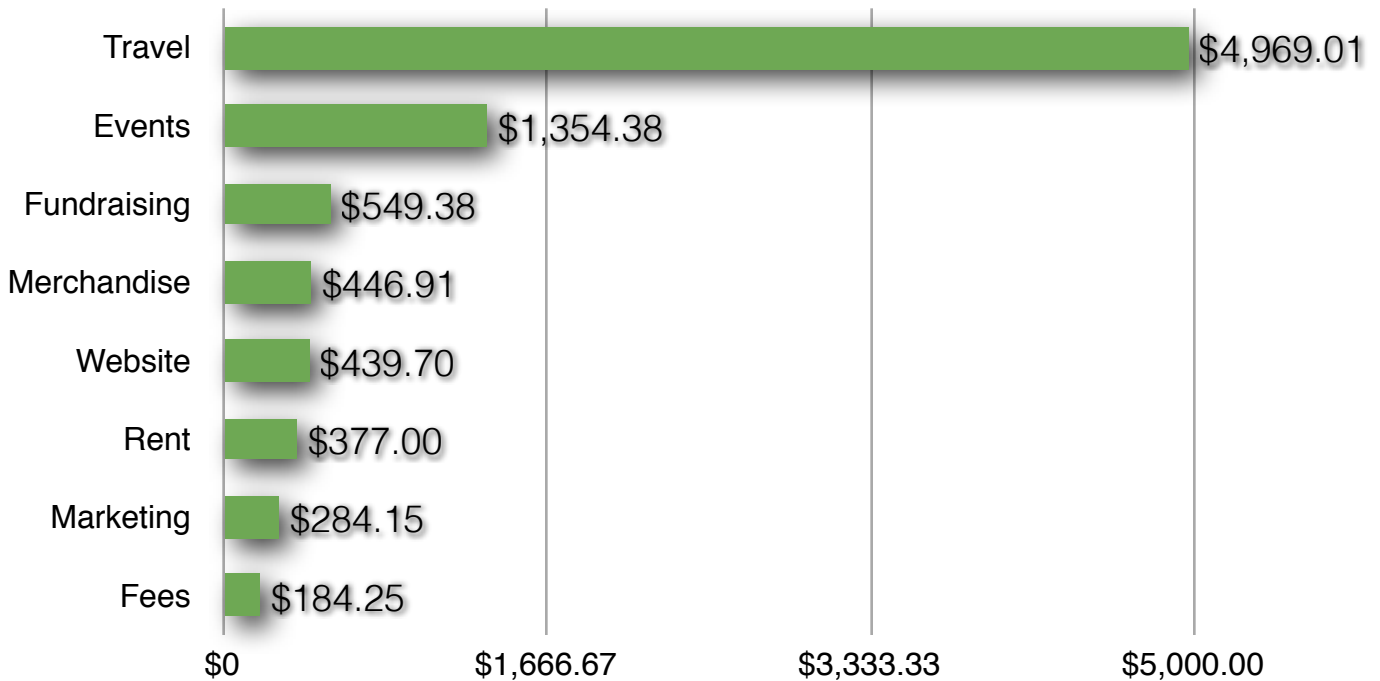


# OVERHEAD

In 2013 we invested the following funds back into the organization:

.....>  
**TOTAL MONEY SPENT** .....>  
.....>

**\$8,604.78**



## BREAKDOWN

**Travel:** Airline tickets, hotels, conference fees, & other travel expenses.

**Events:** Beverage/food, glassware, venue, and promotional purchases.

**Fundraising:** Stay Classy Host Fee & Investor Meetings

**Merchandise:** Bumper stickers, pins, wristbands, etc.

**Website:** Hosting Fees, Website Theme Upgrade, & Backup

**Rent:** Office & PO Box

**Marketing:** Promotional Cards, Banners, & Business Cards

**Fees:** Government licensing and banking fees

# IN THE FIELD

In 2013, we invested the following funds into our programs:

.....→ IN SUDAN **\$18,344.29**

.....→ TRANSITION FUNDS **\$18,775.97**

.....→  
TOTAL PROGRAM FUNDS SPENT **\$37,120.26**



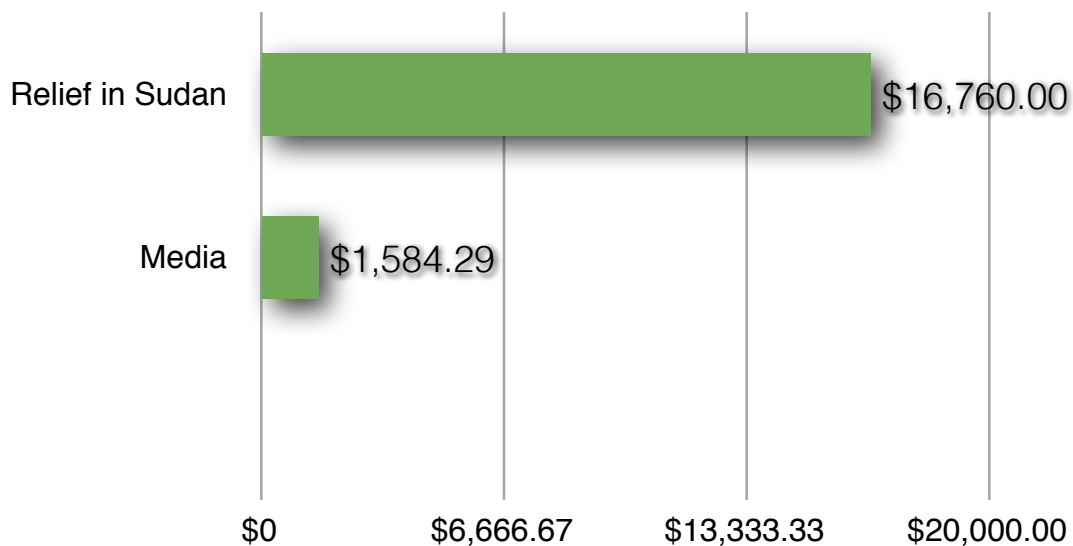
## OUR PARTNERS

Operation Broken Silence chooses experienced partners for our programs. Many of our friends have been in the field longer than us, know the landscape, or are made up of the people we aim to assist and advocate for. They keep us updated on what's happening in the field, how we can best help, and assist in making sure our funds are maximized.

For safety reasons we do not publicly list some of our partners at their request.



## MASS ATROCITIES BREAKDOWN



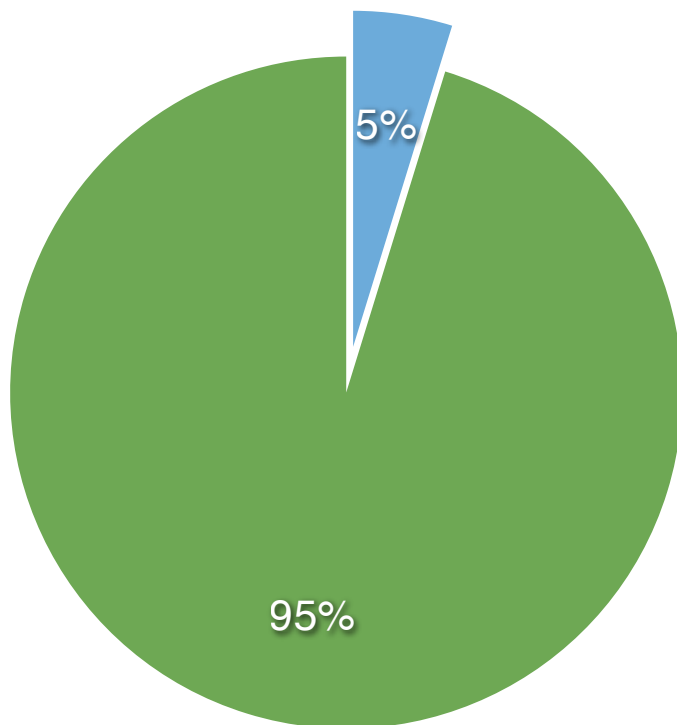
## TRANSITION FUNDS BREAKDOWN

At the beginning of 2013 we announced that Operation Broken Silence would experience a major mission transition. [LEARN MORE HERE ==>](#)

Political uncertainty in Washington D.C. including the IRS scandal and government shutdown extended this transition period longer than we had originally planned. Funds used during the transition for programs totaled \$9,206.96. The remaining \$9,569.01 was transferred to the new organization created out of the old department on October 22, 2013. This transfer completed the transition.



# ORGANIZATIONAL EFFICIENCY



Our website, events, marketing, and fundraising costs were \$2,627.61. This is the “money we spent to make money.” We raised \$49,911.29 in 2013.

It costs us just 5¢ to raise \$1.

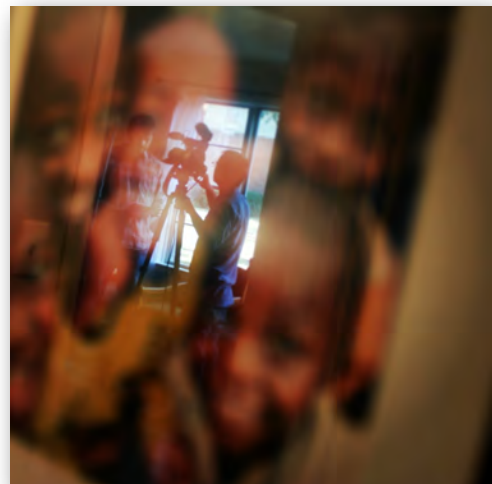
- Fundraising Associated Costs
- Raised From Funds Spent

# UNUSED FUNDS

We ended 2013 with the following surpluses. These funds will be used during 2014 to further invest in the organization and our programs:

**Overhead Budget: \$2,751.68**

**Mass Atrocities: \$26,847.11**





# THE FUTURE

# ONWARD

The outlook for our work in 2014 points to operating under increasingly dangerous conditions with minimal resources.

The [crisis in South Sudan](#) which began on December 15, 2013 has severely hindered our access to Sudan's Nuba Mountains and has forced many refugees to flee back into the war in Sudan. While we hope that South Sudan will begin the reconciliation process soon, the current outlook continues to be bleak. Regardless, we are working with Coalition members and local partners to continue our efforts on the ground in Sudan.

Additionally, the organization must continue to seek more sustainable funding sources to enhance our programs, reduce staff stress, and most importantly better serve the Sudanese people. The organization will continue to struggle and be under heavy stress until core volunteer staff can be fully paid for their efforts.

In 2014, the organization will focus on increasing the number of recurring donors, fundraisers, partnerships, and grant proposals as well as review the current 90/10 model, which is unsustainable in the long-term.

Visit our website at [obsilence.org](http://obsilence.org) to join our mission for peace and justice in Sudan.



## Operation Broken Silence



*"...to remain silent and indifferent  
is the greatest sin of all..."*

*— Elie Wiesel*

**[obsilence.org](http://obsilence.org)**

obsilence.org