

A Movement To End A War

ANNUAL REPORT 2014

OPERATION



BROKEN SILENCE





A Movement To End A War

We're on a mission to see peace and justice in Sudan in our lifetime. In 2014, we grew our movement to prepare for the challenges ahead. We strengthened our relationships with partners in the field. We brought on full-time staff for the first time. We thought strategically about how to help more people in the years to come.

This year, we passed the \$100,000 raised mark. We reached thousands of people with emergency relief. We released an incredible documentary film.

We kept doing what few others are willing to do.

Operation Broken Silence is a non-profit organization leading an international movement for peace and justice in Sudan.

We began working in Sudan in 2012. We leverage the power of media to inspire people to action in our movement. Then we ask our movement to fundraise, give, and advocate for peace and justice in our lifetime.

The following is our story in 2014.

In The Field:

Sudan's Nuba Mountains

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Media and Mobilization

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

Film and Video

We released eight videos in 2014 calling people to action around specific advocacy and fundraising needs. Our videos were central in supporting and empowering our efforts throughout the year. The campaigns these videos were featured in **raised tens of thousands of dollars** and secured **13 new cosponsors** for important Sudan legislation.

Our second documentary film Land of the Hungry was released on January 1, 2014. Our third documentary film Lost Generation of Sudan was released on December 9, 2014. These two major media projects introduced thousands of new people to the crisis in Sudan and inspired hundreds to take action.

Photos

We used 312 of our best photos throughout the year to support our efforts across all aspects of our work. These photos were hand-selected from thousands that were taken throughout the course of the year in Sudan and South Sudan and at events.



**CLICK HERE TO
WATCH OUR FILMS
AND VIDEOS**



**CLICK HERE TO
SEE OUR BEST
2014 PHOTOS**

Protection and Emergency Response

We partner with local organizations and the End Nuba Genocide Coalition to empower emergency response operations and small development projects on the ground in the Nuba Mountains of Sudan and Nuba refugee camps in South Sudan. The government of Sudan continues to use denial of humanitarian relief efforts as a weapon of war to starve communities to death.

Reaching The Hardest Hit Communities With Relief

Since 2013, we have worked with our End Nuba Genocide Coalition partners to bring direly-needed food and medical supplies into an area of the Nuba Mountains where 22,000 people remain trapped on the frontlines.

During two missions in 2014, we surged tens of thousands of pounds of emergency food, seed stock, and medical relief into multiple communities to avert the widespread starvation of thousands of men, women, and children.

[SEE PHOTOS OF OUR RELIEF EFFORTS →](#)

Paving The Way For Educational Empowerment in 2015

Our staff completed a field visit to Nuba refugee camps in May of 2014 to better understand the burgeoning educational crisis facing the Nuba people groups. The last half of 2014 was spent working with a local partner organization to identify affordable solutions that can help get thousands of children back into the classroom.

[READ THE LOST GENERATION OF SUDAN REPORT →](#)

Advocacy

We are leading a growing group of grassroots activists in advocating for a permanent peace and justice in Sudan. We design powerful campaigns that train and equip grassroots activists to successfully engage their political leaders.

Educating The Public

Our staff engaged in 67 public speaking engagements concerning our work and the situation in Sudan. We were invited to share our story at special events, conferences, educational institutions, radio stations, televised news stations and churches.

Knocking On Congressional Doors

We placed all of our movement's advocacy efforts during 2014 on House Resolution 1692. This important legislation would give the United States government a sustainable, impactful policy towards the situation in Sudan. Hundreds of our activists across the country rallied to engage dozens of Congressional offices. The results during the [#SupportHR1692 Campaign](#) were amazing: **13 new Representatives cosponsored** this important bill.

[SEE ADVOCACY CAMPAIGN RESULTS →](#)

End Results

Our team was very frustrated to see House Resolution 1692 remain stuck in committee even though the bill garnered widespread support on both sides of the aisle. The end of 2014 was spent reassessing our advocacy approach before a new campaign launch in Spring 2015.

However, our team was very happy with the growth of our movement that occurred as a direct result of our public engagements. Our belief that people are weary of being asked to do the least they can do continues to attract people to our movement.



Our Movement

For Peace & Justice

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You Made 2014 Possible.

Everything we do is made possible by our incredible movement of generous and dedicated fundraisers, donors, and activists.

2014 was a year of unprecedented growth. Our movement doubled in size as our leadership team rebranded and honed in on the core elements of our mission.

Here's what you accomplished.



WHAT THE NUMBERS SAY:

\$94,459.66
TOTAL RAISED

\$201.76
AVERAGE DONATION

5,600
ESTIMATED VOLUNTEER HOURS

An Incredible Movement

Our movement for peace and justice in Sudan is made up of fundraisers, donors, and grassroots activists committed to helping our friends in Sudan.

Civilian Protectors

Our Civilian Protectors are recurring monthly investors that bring sustainability to our efforts. **This amazing group of people** grew from eight individuals to sixteen by the end of the year.

Grassroots Activists

Our group of 37 grassroots leaders across the U.S. led hundreds of volunteers during the #SupportHR1692 Campaign. They secured **13 additional cosponsors** for important Sudan legislation and shared our media with their communities.

Fundraisers

We put the power of peer-to-peer fundraising into the hands of **61 amazing individuals** who raised tens of thousands of dollars.

Thank You!

We made a video in 2014 to celebrate our fundraisers hitting the \$100,000 raised mark. **Watch it here →**



Two Amazing Campaigns

Our top two fundraisers in 2014 hit new records and showed our movement that there's lots of ways to raise money for peace and justice in Sudan.

Combined, Jordan and Chris raised over \$45,000 in 2014! Jordan broke the record for fastest fundraiser to reach their goal, while Chris broke the record for most funds ever raised.

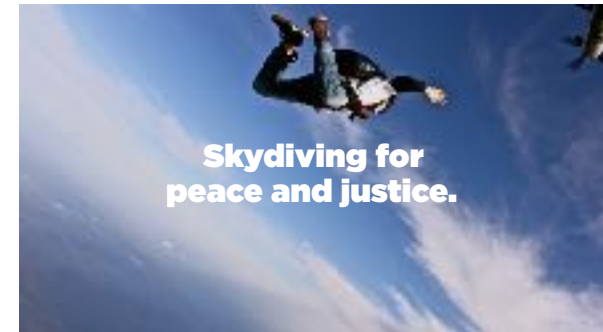
These two incredibly successful campaigns have a lot of things in common. Most importantly, they clearly communicate who they are, what they are fundraising for, and why they care.

Be sure to check out their full results! We learned a lot from these two campaigns, and we think you can as well.

New Fundraising Support

You asked us for fundraising resources in 2014 and we delivered in a big way. From basic fundraising tips to how to lead a fundraising team, we gave our fundraisers access to everything we know about peer-to-peer fundraising.

[Check Out Our New Fundraising Resources >](#)



[SEE JORDAN'S CAMPAIGN RESULTS →](#)



[SEE CHRIS WARD'S CAMPAIGN RESULTS →](#)

Keeping Things Classy

We leveraged the world's most powerful [online peer-to-peer fundraising platform](#) in 2014 to provide our fundraisers with better tools and resources. Individuals created their own personalized fundraising pages that came complete with some of our best media.



Online Donations

We received 420 online donations in 2014 between our Civilian protectors, one-time donors, and Classy fundraising pages. This represents a 70% percent increase in online giving over the previous year.



Social Media

While growth in social media followership remained largely stagnant throughout the course of the year, engagement with our online followers greatly increased. Website page views from links posted to our social media accounts nearly quadrupled over the previous year.



Our Online Home

Our website got a big upgrade in 2014 that included a complete brand overhaul, mobile friendly viewing, and message simplification. Our efforts in this area paid off: website page views jumped 60% when the new website launched and sustained at that level for the remainder of the year. Simply put, people are spending more time on our website.

Viewership

Our website continues to be the primary way people learn about our movement and mission. Here are the 2014 stats:

- 12,216 people visited our website a total of 15,533 times.
- 26,291 pages were viewed throughout the year.
- 79.6% of our online visitors were saying hello for the first time.
- 153 countries were represented by our online visitors.
- Mobile website views nearly quadrupled over mobile views in the previous year to 5,978. 38% of all website views came from a mobile device.

Our Leadership Team

2014 was an exciting year for our leadership team as we brought on our Executive Director as a full-time employee to manage our movement. He was assisted by four core volunteers throughout the year and overseen by a growing Board of Directors. Who said a small group of committed individuals can't change the world?

Our Tiny Office

Our full furnished office space was provided to us at an extremely affordable rate and includes access to a conference room, kitchen, and event hall we share with other nonprofits. Our film studio now takes up 60% of our space causing our office to feel a bit crowded. Growing pains are good problems to have, right?





Financials

All The Money Stuff

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**You were amazingly generous with your
wallet and talents in 2014.**

We saw inspirational financial performance in 2014. We witnessed 101% fundraising growth over 2013 as you gave to and fundraised for specific campaigns. We couldn't have done it without you.

Here's how we used it to advance our mission.

TOTAL RAISED IN 2014:

\$94,459.66

TOTAL RAISED

\$269.75

PER DAY

\$11.23

PER HOUR



ESTIMATED VALUE OF GOODS & SERVICES DONATED

Some of our top supporters and companies were extremely generous and gave us the gifts of time, discounts, and free use to support our mission. Here is what we estimate that value to be:

\$98,550

TOTAL

\$71,000

MEDIA SERVICES

\$1,900

USE OF FACILITIES

\$10,950

ADVERTISING

\$1,600

BRANDING

\$12,000

WEBSITE

\$1,100

MEDIA EQUIPMENT



INVESTED IN THE FIELD

\$46,587.20
EMERGENCY RELIEF

\$29,359.80
MEDIA & MOBILIZATION

\$0
ADVOCACY

INVESTED IN OUR GROWTH

\$9,840.63
TOTAL

\$6,000.00
STAFF SALARY

\$1,336.84
MARKETING

\$1,080.00
OFFICE RENT

\$589.79
WEBSITE & ONLINE PRESENCE

\$834.00
FUNDRAISING & TRANSACTION FEES

The Future

What We Expect In 2015

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2015 Will Be A Crazy Year.

The situation in Sudan will not be getting better anytime soon.
2015 is poised to be one of the most violent years for the
country in recent history.

We're digging in for the long-term by continuing our life-saving
work and launching new programs to strengthen the people.
And we want you to join us.

Our Outlook On Sudan

Sudan has been in a near-constant state of internal conflict for decades, but the country is now hurtling headlong into dangerous, uncharted territory.

Despite its horrifying ability to murder, starve, and plunder across the country, the government of Sudan is finding itself in an increasingly weakened position. Years of crushing international sanctions, purges, internal power struggles, and rampant corruption have left the state with a spiraling economy, growing discontent in the broken armed forces, and an increasingly vocal youth movement pushing back within major cities.

Across the periphery of the country, the government of Sudan is increasingly arming Arab militias to do its dirty work, largely because all government institutions are shattered. These militias may be willing to do the government's bidding now, but they have a long history of being unwieldy allies that fight more for profit and less for ideology. When they can profit more as enemies of the government, there is little doubt they'll be shooting the hand that used to feed them. This could create a more anarchic situation that could be extremely dangerous.

The armed opposition movements across the periphery regions of the country find themselves in a spreading, open war with the government of Sudan. Unarmed opposition activists continue to face torture, murder, and forced disappearance in areas underneath government control.

2015 will mostly likely see an increasingly dangerous situation for all of the people of Sudan for these reasons and more. As the government continues destroying the country to achieve its deformed goals of Arabization and Islamization, it will only meet more and more resistance from the majority of Sudanese who see a different future for the country. Yes, the situation sounds depressing. But there is hope. The people of Sudan want a different future. More and more people are willing to take a stand for something better. It's our job to support them.

Our Outlook For Our Movement

The outlook for our work in 2015 points to operating under increasingly dangerous conditions with greater needs to grow our international movement and on-the-ground presence.

Our On-The-Ground Presence

Despite the ongoing crisis in South Sudan, Operation Broken Silence still has access to Nuba refugee camps and the Nuba Mountains of Sudan. Our relationships with a growing network of local partners strengthened throughout 2014, preparing us for more involvement in 2015.

The organization currently sees two major ways it can better serve the people of the Nuba Mountains:

1. Expand our multimedia efforts to continue changing the way the world sees Sudan, so the people get the international support that they deserve.
2. Expand our humanitarian efforts towards the educational sector to ensure Nuba children get the education they need and deserve.

Our International Movement

We currently see 5 major ways we can better our movement for peace and justice in Sudan:

1. Hire a full-time Movement Coordinator to deepen supporter engagement and recruit new fundraisers and grassroots activists.
2. Grow recurring donor memberships.
3. Seek out new revenue sources including grants, merchandise, stock gifting, and corporate gifting.
4. Increase the number of Board members to better support growth.
5. Provide a communication platform for members of our movement to build relationships, share ideas, and work together more cohesively.

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You Can Make 2015 A Success.

You did a lot of amazing things in 2014. You are at the heart of our 2015 plans. You drive our success.

2015 needs to be an even bigger year. Not for us. Not for you. For our friends in Sudan. They are relying on us to do things bigger and better. Here's how you can contribute in 2015.

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Have questions? Not sure where to start?

We're here to help. [Contact us →](#)

Human history is full of examples of ordinary people doing extraordinary things to change the status quo. Say “yes” to joining our movement for peace and justice in Sudan.

You'll be glad you did.



**BECOME A
FUNDRAISER**





**GIVE
MONTHLY**

CIVILIAN

PROTECTOR

**MAKE A
DONATION**



A photograph of a group of young children in a rural setting. The child in the foreground is smiling and looking slightly to the left. They are wearing a white tank top with pink horizontal stripes. In the background, other children are visible, some looking towards the camera. The overall scene is outdoors with green foliage in the background.

HOST AN EVENT →

BECOME AN ADVOCATE →

SIGN UP FOR EMAIL UPDATES →

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