

A black and white photograph of a crowded settlement, likely a refugee camp. In the foreground, a man in a light-colored, long-sleeved tunic and a woven cap is seen from the back, looking towards a large group of people. To the left, a soldier in camouflage gear and a cap is partially visible. The background is filled with people, many wearing head coverings, and simple, makeshift dwellings. The overall atmosphere is one of a densely packed, possibly distressed community.

# ANNUAL REPORT 2015

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**OPERATION**



**BROKEN SILENCE**







## A Brief Introduction

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In 2015, we grew our movement to prepare for the challenges ahead. We strengthened our relationships with partners in the field. We had full-time staff for our first full year and it paid off. We thought strategically about how to help more people in the years to come.

This year, we passed the \$250,000 raised mark and saw high fundraising growth. We reached thousands of people with emergency relief. We promoted an incredible documentary film that jumpstarted our education program.

**We kept doing what few others are willing to do.**

**Operation Broken Silence** is a non-profit organization leading a global movement for peace and justice in Sudan through innovative programs.

We create stunning documentary films, short videos, and photography that inspires people around the world to join our movement for peace and justice in Sudan. Our movement then fundraises and gives to our life-saving on-the-ground programs and participates in our powerful advocacy campaigns that push for better international policy towards Sudan.

Our end goal is very simple: **we want to put ourselves out of business**. We're looking forwards to the day when the people of Sudan have the country they want. That's what success looks like to us.

**The following is our story in 2015.**



# 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 22 videos in 2015 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 helped our supporters introduce even more people to the crisis in Sudan.

Our third documentary film **Lost Generation of Sudan** was released on December 9, 2014 and heavily used by our support base throughout 2015. It was also our first film to **be accepted into a film festival!**

## Photos

We used 334 photos we took throughout the year to support our efforts across all aspects of our work. These photos were hand-selected from 1,811 that were taken throughout the course of the year in Sudan, 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 to empower emergency response operations and small education 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 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 2015, 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 Yida Refugee Camp**

In 2015 we launched our fundraising campaign to support fledgling schools and teachers in Yida Refugee Camp, where over 25,000 children and war orphans from the Nuba Mountains of Sudan live. We managed to put 8 teachers back to work and get over 200 students back into the classroom.

[\*\*SEE ONE OF THE ENDURE CAMPAIGN UPDATES →\*\*](#)

# 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 and core volunteers engaged in 96 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.

## **A Hold On Congressional Efforts**

With no legislation on Sudan available to advocate for in 2015, all of our Congressional efforts focused on training and building up our activist base and keeping their Congressional offices updated on the situation in Sudan.





Operation  
Broken  
Silence

# OUR MOVEMENT

FOR PEACE AND JUSTICE

OPERATION



BROKEN SILENCE

GIVING  
IS FOR  
EVERYONE

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## **You Made 2015 Possible.**

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

2015 was another year of huge growth. Our movement continued to grow in a sustainable way as we focused on empowering our supporters to lead in the years ahead.

Here's what you accomplished.



**WHAT THE NUMBERS SAY:**

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**\$122,437.94**  
TOTAL RAISED

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**\$154.98**  
AVERAGE DONATION

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**196**  
FUNDRAISERS & VOLUNTEERS

# 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 sixteen individuals to nineteen by the end of the year.

## Grassroots Activists

Our group of 41 grassroots leaders across the United States used their time to introduce more people to Sudan and our mission, deepen their relationships with Congressional offices, and set us up for success in the future.

## Fundraisers

We put the power of peer-to-peer fundraising into the hands of **135 amazing individuals** who raised tens of thousands of dollars.

## Donors

790 amazing individuals donated to our work throughout the year. 131 of them gave during the month of December alone.



# Our Online Home

Our website got a big upgrade at the end of 2014 that included a complete brand overhaul, mobile friendly viewing, and message simplification. Our efforts in this area paid off during 2015: visitors were up 18% over 2014 and page views were also up 94%. Basically, more people were spending more time learning about Sudan on our website.

## Viewership

Our website continues to be the primary way people learn about our movement and mission. Here are the 2015 stats:

- 14,394 people visited our website a total of 19,770 times.
- 51,022 pages were viewed throughout the year.
- 72.3% of our online visitors were saying hello for the first time.
- 128 countries were represented by our online visitors.
- 35% of all website views came from a mobile or tablet device.

## Our Leaders

2015 was our first full year with a full-time employee. Our Executive Director was assisted by seven 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 fully 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 70% of our space causing our office to feel very 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 2015.**

We saw inspirational financial performance in 2015. We witnessed 23% fundraising growth over 2014 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 2015:**

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**\$122,437.94**  
TOTAL RAISED

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**\$105,394.60**  
TOTAL RECEIVED\*

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**\$335.45**  
AVG. RAISED PER DAY

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\*There is an average of a three-week delay from when we raise funds through our online fundraising platform and when those funds arrive in our bank accounts. This means that most funds raised in December 2015 did not arrive until January 2016. This also includes transaction fees for each online donation made.



## **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:

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**\$132,550**

TOTAL

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**\$3,750**

MEDIA SERVICES

**\$7200**

USE OF FACILITIES

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**\$120,000**

ADVERTISING

**\$1,600**

BRANDING

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**INVESTED IN OUR PROGRAMS**

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**\$12,778.77**  
MEDIA & MOBILIZATION

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**\$47,244.91**  
EMERGENCY RELIEF

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**\$15,100.00**  
EDUCATION

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**\$75,123.68**  
*TOTAL*

**INVESTED IN OUR GROWTH**

**\$3,149.41**  
MISC.

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**\$36,132.00\***  
TOTAL

**\$2,679.77**  
MERCHANDISE

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**\$18,000.00**  
STAFF SALARY

**\$486.13**  
MARKETING

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**\$1,346.00**  
OFFICE RENT

**\$993.51**  
WEBSITE

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**\$9,270.93**  
FUNDRAISING & TRANSACTION FEES

**\$206.25**  
NONPROFIT LICENSING FEES

\*Funds invested in the growth of our organization, or “overhead”, were unusually high this year as we had several donors give directly and specifically towards our growth. These special donations were used throughout the year to improve our fundraising infrastructure for the years ahead.



# THE FUTURE

## LOOKING FORWARDS IN 2016

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## **2016 Will Be A Crazy Year.**

The situation in Sudan will not be getting better anytime soon. 2016 is poised to be another violent year as the government of Sudan continues attacking millions of innocent people.

But that is not going to slow us down. We have some big plans for 2016. And we want you to join us.

## Our Outlook On Sudan

The Bashir regime of Sudan survived another year despite stinging battlefield losses and stalemates, a spiraling economy, and crushing international sanctions. The political, military, and human rights situation in the Darfur provinces in western Sudan, which have long been heralded by the U.N. and international media agencies as slowly improving, took a sharp turn for the worse during 2015 as the government of Sudan ramped up its ethnic cleansing campaign in localized areas. The government of Sudan continued to besiege hundreds of thousands of people in South Kordofan (Nuba Mountains) and Blue Nile states. Mass oppression of opposition political parties, media outlets, and other groups continued in central and eastern Sudan much as they have in previous years.

In 2016, we expect to see government-led and supported attacks against civilians in Darfur, South Kordofan, and Blue Nile continue to accelerate at an alarming rate. Much like 2015 though, the government of Sudan will find few sustainable victories on the battlefield as the Sudan Armed Forces and their proxy militias remain deeply unpopular in these areas and lack the motivation to protect communities. The government of Sudan will continue to pursue siege warfare strategies, such as denial of humanitarian relief and bombing of civilian areas, causing even more damage to already severely suffering people groups and the economy.

Mass oppression of unarmed opposition movements in Sudan will also continue as the worsening Sudanese economy continues to very slowly erode the Bashir regime's support base. The government of Sudan will continue pursuing policies that guarantee its own immediate survival and will fail to understand that its own ruthless policies, including its blatant support of international terrorist organizations, will ultimately ensure its own demise.

Pending the small possibility of an event or series of devastating events that eclipses the current, deplorable situation in Sudan, the international community will remain largely disengaged and uninterested in sustainably improving the political and human rights situation in Sudan beyond occasional statements on the need for real change.

# Our Outlook For Our Work

The outlook for our work in 2016 points to our need to continue growing as an organization so that we can help and reach more of the Sudanese people.

## Our On-The-Ground Presence

Despite the ongoing crisis in South Sudan, our organization still has widespread access to Nuba refugee camps and hard-to-reach areas in the Nuba Mountains of Sudan. Our relationships with our local partners continued to strengthen throughout 2015, preparing us for more involvement in 2016.

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

1. Create our first feature-length documentary film about the crisis in Sudan, so the people get the international support that they deserve.
2. Grow our education and emergency relief programs to reach more of the Sudanese people.

## Our International Movement

We currently see 4 major ways we can better support our movement for peace and justice in Sudan in 2016:

1. Secure funds to hire two full-time Fundraising Enthusiasts and an Advocacy Coordinator to grow the size and depth of experience of our movement.
2. Rapidly grow our recurring donor program, while continuing to grow new, fledgling revenue sources including grants, merchandise, and stock gifting.
3. Include millennial leaders on our Board of Directors to better reflect the makeup and attitude of our movement.
4. Place an emphasis on sustainable recruitment of new members to our movement in Memphis, TN, where we are headquartered. Our home city should also be the home of our largest group of supporters.





# BE THE MOVEMENT

MAKE 2016 A YEAR OF ACTION

OPERATION

BROKEN SILENCE



## **You Can Make 2016 A Success.**

You did a lot of amazing things in 2015. You are at the heart of our 2016 plans. You drive our success.

2016 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 2016.

## Top 2 Ways To Get Involved



Put your imagination and passion to work by starting an online fundraising page that comes complete with our media and room for your story. **START YOUR CAMPAIGN »**



Civilian Protector is a monthly giving program that helps keep our life-saving programs on track by creating sustainability in everything we do. **JOIN TODAY »**

## Other Ways To Get Involved



You can give to our lifesaving programs by card, check, or stock. Your generosity will ensure that we can continue our work and scale to our mission. **GIVE NOW »**

### HOST AN EVENT

Introduce your friends and family to Sudan and us by hosting an event at your home, church, or school.

**LEARN MORE »**

### ADVOCATE

Join your voices to many more in calling for better international policies towards Sudan and mass atrocity crimes. **START HERE »**

### SHOP FOR GOOD

Buy t-shirts, wristbands, stickers, and more to show your support for our mission and spread the word. **SHOP TODAY »**

## 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.



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