

OPERATION

BROKEN SILENCE



2016 ANNUAL REPORT







A BRIEF INTRODUCTION

In 2016, we grew our movement to prepare for the challenges ahead in 2017. We added new partnerships in the field. We brought on board more full-time staff and it is already paying off.

You raised over \$300,000, marking our biggest growth year to date. You reached thousands of people with emergency relief. You gave us the resources to shoot a new film and photo exhibit. You grew our school to 1,000 refugee students.

We kept doing what few others are willing to do because you made it possible. Thank you.

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 fundraises and gives to life-saving programs on the ground and participates in powerful advocacy campaigns that push for better international policy towards Sudan.

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

**The following is not just our story in 2016. It is yours.
This is what we accomplished together.**

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OUR PROGRAMS





MEDIA & MOBILIZATION

Our media changes the way people think, feel, and act about the crisis in Sudan. Then we mobilize them to action.

FILM & VIDEO

We released **10 videos** in 2016 calling you to action. These videos were central in supporting and empowering your efforts throughout the year. The campaigns these videos were featured in raised hundreds of thousands of dollars and helped you introduce even more people to the crisis in Sudan.

Our fourth documentary film was shot in May/June of 2016 and will be released later in 2017.

PHOTOGRAPHY

We took **5,239 photos** throughout the year to support your efforts across all aspects of our work. These photos were taken in Sudan, South Sudan, and at our events.

Our first photography exhibit was shot in in May/June 2016 and will be released in February 2017.



EMERGENCY RESPONSE

We partner with Sudanese on the ground to empower education, emergency relief, and medical efforts in the Nuba Mountains of Sudan and Nuba refugee camps in South Sudan. We focus on these three humanitarian priorities as our partners have specifically asked for assistance in these areas.

PRIMARY EDUCATION IN YIDA

In 2016, we grew our fledgling primary school in Yida Refugee Camp. Yida is home to over 25,000 children and war orphans from the Nuba Mountains of Sudan. We supported 8 teachers and put over 1,000 students back into the classroom.

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

HIGHER-LEVEL EDUCATION

We provided financial support to 2 students, one of whom is already attending college and the other set to begin next year.

[SEE JARGI JOSEPH'S NEXT CHAPTER →](#)



EMERGENCY RELIEF

Since 2013, we have worked with our partners to bring direly-needed food and medical supplies into areas of the Nuba Mountains where civilians are most in need.

Over the course of 3 missions in 2016, we delivered over 140,000 pounds of emergency food, seed stock, basic medicines, and blankets to multiple communities to meet some of the humanitarian needs of thousands of men, women, and children.

[SEE OUR LARGEST MISSION →](#)

MOTHER OF MERCY HOSPITAL

In 2016 we launched a new fundraising partnership with the Heart of Nuba film, which is raising funds for the only hospital in the Nuba Mountains. Our campaign only got off the ground in the last several weeks of the year, but you've already helped us send \$12,000 to the hospital.

[LEARN MORE ABOUT MOTHER OF MERCY →](#)



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.

GEOGRAPHIC FOCUS CHANGE

2016 saw our grassroots advocacy focus shift away from national work to our home state of Tennessee. This will be our approach moving forward as we feel we can have the biggest impact here over the long-term due to the make-up of the Tennessee delegation.

SPEAKING UP FOR GAPA

We supported a single piece of legislation called *the Genocide and Atrocities Prevention Act* in the U.S. Senate. While the bill never made it out of committee due to U.S. elections, we laid substantial groundwork for moving the bill forwards in 2017.

[LEARN ABOUT GAPA & OUR CAMPAIGN→](#)

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OUR MOVEMENT



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YOU MADE 2016 POSSIBLE.

Everything we do is made possible by you: our incredibly generous and dedicated fundraisers, donors, and activists.

2016 was another year of crazy 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

\$301,447.00

TOTAL CASH RAISED

\$380.13

AVERAGE CASH DONATION

\$181.00

INVESTMENT INCOME RAISED

1,064

ACTIVE MOVEMENT MEMBERS



MOVEMENT BREAKDOWN

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

RECURRING DONORS & DONORS

811 movement members donated monthly or one-time to our programs during 2017. Their generous giving translated into direct success and growth in our programs.

FUNDRAISERS

We put the power of our top-notch peer-to-peer fundraising platform into the hands of *105 amazing individuals* who collectively raised tens of thousands of dollars for our programs.

GRASSROOTS ACTIVISTS

Our group of *148 grassroots leaders* across Tennessee used their time to introduce more people to Sudan and our mission, push for Senator Bob Corker's office to cosponsor and mark-up GAPA in the Senate Foreign Relations Committee, and set us up for success in the 2017.



OUR ONLINE HOME

Our **brehtaking mobile friendly website** played a central role in introducing new people to the crisis in Sudan and keeping our movement members updated. Having a top-notch online home paid off in 2016: visitors were up 22%.

VIEWERSHIP

- 17,564 people visited our website a total of 22,772 times.
- 2.37 pages were visited per session.
- 76.7% of our online visitors were saying hello for the first time.
- 151 countries were represented by our online visitors.
- 37.41% of all website views came from a mobile or tablet device.



LEADERSHIP TEAM

At the end of 2016, we were able to bring on board two additional full-time U.S.-based staff to manage the accelerated growth of our movement and programs. This will allow us to sustainably raise more funds in the years ahead to support the growth of our programs. Our leadership team now consists of three full-time staff supported by about a dozen core volunteers.

[MEET OUR TEAM →](#)

BOARD OF DIRECTORS

In 2016 our Board voted to expand itself with an emphasis on recruiting new members that represent the makeup of our movement: young, bold, and heavily engaged. At the end of the year, our Board grew to a total of seven voting members and one non-voting member with two open positions that will be filled in 2017.

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OUR FINANCIALS



YOU WERE AMAZINGLY GENEROUS IN 2016.

We saw inspirational financial performance in 2016. You achieved 146% fundraising growth over 2016 as you gave to and fundraised for specific programs. We helped you do it, but that was mostly you.

Here's how we used your generosity to advance our mission.



TOTAL RAISED IN 2016

\$301,628.00*
TOTAL RAISED

146%
GROWTH OVER 2015

\$826.37
AVG. RAISED PER DAY

*This metric includes both cash raised and the fair-market value of investments donated to our portfolio.

ESTIMATED VALUE OF GOODS & SERVICES RAISED

Core volunteers 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:

\$165,114

TOTAL

\$24,000

MEDIA SERVICES

\$3,060

BRANDING

\$120,000

ADVERTISING

\$2,688

EVENT VOLUNTEER HOURS

\$13,350

FACILITIES USE

\$2,016

INTERNSHIP HOURS



INVESTED IN PROGRAMS

\$51,579.75

MEDIA & MOBILIZATION

\$40,678.00

EMERGENCY RELIEF

\$29,554.94

EDUCATION

\$121,812.69

TOTAL

INVESTED IN OUR GROWTH

As we have seen in previous years, investing in our growth led to tremendous success and additional funds for our programs. These funds contributed directly to our 146% fundraising growth and allowed us to put tens of thousands of additional dollars into our programs:

\$57,808.68
TOTAL

\$42,800.08
STAFF

\$1,345.53
MARKETING

\$3,540.72
RENT

\$1,579.96
MERCHANDISE

\$6,635.77
FUNDRAISING

\$1,906.62
BUSINESS FEES

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2017 OUTLOOK



WHAT WE EXPECT IN 2017.

2017 is poised to be another violent year as Sudan's dictatorship continues attacking millions of innocent people.

Recent actions by the international community to build stronger relationships with the regime also put the people of Sudan further into harm's way.

But we are not going to slow down. We have some big plans for 2017 to help our friends in Sudan. And we want you to join us.

OUR OUTLOOK ON SUDAN

2017 is set to be a rough year for the people of Sudan. Despite recent promises made by the Sudanese government to the United States and international community to halt attacks against civilians, BOTH historical facts and events on the ground point to that not being true.

In 2017, we expect to see government-led and supported attacks against civilians in Darfur, South Kordofan, and Blue Nile continue. The Sudanese dictatorship 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 will continue to pursue siege warfare strategies, such as denial of humanitarian relief and bombing of civilian areas. This will cause even more damage to Sudanese who are already severely suffering.

The dictatorship will continue harassing, arresting, and oppressing organized citizen movements, journalists, and Christians. Peaceful protests against the regime may lessen some as U.S. sanctions are lifted and bring some relief to the economy. Sudanese who do protest peacefully will continue facing a violent response from the government.

As has been the case since the 1990s, the Sudanese government will continue supporting terrorist organizations across north Africa, specifically in Libya. The dictatorship will continue accepting foreign fighters into the country to attack its own people while providing them weapons, training, and financial support before leaving the country.

In short, the government of Sudan will continue pursuing policies that guarantee its own immediate survival and will fail to understand that its own ruthless policies will ultimately ensure its own demise.

OUR OUTLOOK ON OUR WORK

In 2017, we need to continue growing our organization and movement to better empower the Sudanese people.

OUR PROGRAMS

Despite the ongoing crisis in South Sudan, our organization still has widespread access to the primary Nuba refugee camp and hard-to-reach areas in the Nuba Mountains of Sudan. Our relationships with our local partners continued to strengthen in 2016, and we expect further cooperation in 2017.

Our Sudanese partners have told us there are two primary ways we can best serve them in 2017:

1. Complete our fourth documentary film and first photography exhibit and use them to mobilize more people to action, so that the Sudanese people get the international support that they deserve.
2. Grow our education program to reach more children from the Nuba Mountains who currently do not have a classroom to attend.

OUR MOVEMENT

We currently see four ways we can better support our movement of donors, fundraisers, and grassroots activists in 2017:

1. Rebrand our recurring donor program for better engagement.
2. Migrate all current peer-to-peer fundraising campaigns to our updated fundraising platform.
3. Continue our trend of adding millennial leaders to our Board of Directors to reflect the makeup of our movement and to help mobilize them to action.
4. Grow our grassroots advocacy leadership network in Tennessee into every Congressional district.

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GET INVOLVED IN 2017



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STAND UP IN 2017.

You did a lot of amazing things in 2016. You are at the heart of our 2017 plans. You make the magic happen.

2017 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 meet their expectations.

THE BEST WAY TO BE INVOLVED

Sustainability is the name of the game in 2017, and our recurring donor family is at the center of that. Our top supporters have signed up to give automatically what they can each month to their favorite program in Sudan.

Think of it as your monthly Netflix or Spotify subscription, only it goes to helping others.

We're rebranding our recurring donor program in 2017, but you can go ahead and start being awesome now. **JOIN TODAY »**



IS BECOMING





GET INVOLVED

If you can't commit to being a recurring donor right now, here are some other excellent opportunities:

BECOME A FUNDRAISER

Put your passion to work by starting an online fundraising page for your favorite program. You set your own goal and get direct support from our staff.

[START FUNDRAISING »](#)

HOST AN EVENT

You can introduce your friends and family to the people of Sudan and how they can help by hosting an event at your home, church, or school.

[LEARN MORE »](#)

BECOME AN ADVOCATE

If you live in our home state of Tennessee, we have some important advocacy actions for you to bring to your elected officials this year. Your voice matters and we want you to use it.

[RAISE YOUR VOICE »](#)

NOT SURE WHERE TO START?

We're here to help. **CONTACT US »**

There is no one else like you who can fill your spot in the movement for peace and justice in Sudan. Join us today. You won't regret being a part of something bigger yourself.



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