



**WITNESS 2008
ANNUAL REPORT**
July 2007 - June 2008



MISSION

WITNESS uses video and online technologies to open the eyes of the world to human rights violations. WITNESS empowers people to transform personal stories of abuse into powerful tools for justice, promoting public engagement and policy change.

VISION

WITNESS envisions a just, equitable world in which all individuals and communities are able to defend and uphold their human rights.

WITNESS VALUES

- The fundamental principles of human rights
- Creating positive change to defend and uphold these rights for individuals and communities
- Collaboration and partnership to encourage participation, inclusion, and responsiveness
- Access to resources and strategies that empower and engage individuals and communities
- Continued learning and knowledge-sharing to promote innovation and advance human rights
- Diversity of voices

BOARD OF DIRECTORS

Yvette Alberdingk Thijm*
Andrew Blau
Patricia Caesar
Julia Cohen
Mallika Dutt
Peter Gabriel
John Hass
Gail Heimann
Michael Hirschhorn
Joichi Ito
Paul Katz
Robert Kissane
Joshua Mailman
Izhar Patkin
Ian V. Rowe

OPERATING PHILOSOPHY

WITNESS strives to uphold these values in its operations and governance, and to:

- Be guided by principles of dignity and equality in all relationships
- Encourage participation from all levels of the organization
- Be open to collaborative engagement with a diverse group of allies
- Explore and implement new technologies and work to overcome the challenges to access and equity that still exist regarding new technologies
- Create an environment that promotes voice and agency in a world characterized by inequalities in access to opportunity and power
- Use visual media ethically and responsibly
- Remain open to new ideas and change
- Share, without holding ownership, new strategies and innovations for social change
- Embrace diversity among Board members, staff and volunteers
- Decline sources of support deriving from activities that conflict with WITNESS's vision, values and goals

ADVISORY COMMITTEE

Bryan Byrd
Mercedes Doretti
Steven Goldberg
Diederik Lohman
Juan Méndez
Patrick Montgomery
Annie Ohayon
Drazen Pantic
Eli Pariser
Harry Pearce
Samantha Power
D.J. Ravindran
Tim Robbins
Sebastião Salgado
Susan Sarandon
Paula Silver



WITNESS

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Brooklyn NY 11217

www.witness.org

*Please note: Yvette Alberdingk Thijm resigned from the WITNESS Board to become Executive Director of WITNESS in August 2008.

Table of Contents

Message from the Executive Director	4
WITNESS Glossary	5
Generating Advocacy Impact	5
Training in Video Advocacy	7
Building an Accessible Human Rights Media Archive	8
Expanding Awareness & Engagement in Human Rights	9
Developing Institutional Capacity	10
Financials	
Statement of Financial Position	11
Statement of Activities	12
Schedule of Functional Expenses	13

Message from the Executive Director

It's been an exciting year of new developments and impact at WITNESS.

First, in July 2007, WITNESS launched its first ever two week intensive training in what we call "video advocacy" – the strategic use of video as a key component in human rights campaigning. Thirty human rights advocates from all over the world attended and left with the skills to be able to produce and distribute videos on some of the most pressing human rights issues. For example, one year later, Video Advocacy Institute alumni J. Aloysius Toe and the Foundation for Human Rights and Democracy produced a video exposing the high level of sexual violence experienced by young women in Liberian schools. The video was broadcast on national television and helped generate a national debate on the issue, and became a key component of their advocacy campaign.



In November 2007, WITNESS' beloved Executive Director Gillian Caldwell resigned to pursue her interest and passion for the environment. WITNESS, however, remained in capable hands when Deputy Director Jenni Wolfson stepped in to become Acting Executive Director until I officially joined in August 2008. Jenni did an incredible job presiding over the organization and the launch of WITNESS' first major online initiative – the Hub (at <http://hub.witness.org>), the first global channel for human rights. The Hub's launch was an exciting moment for WITNESS – bringing our founder Peter Gabriel's vision for the next phase of our growth to fulfillment.

Technological innovation has been central to WITNESS' DNA since its inception, and now the Hub fulfills our mission to truly expand the reach and impact of our work, by providing anyone anywhere with access to the internet an opportunity to upload video and actively participate in a human rights community. Since its launch the Hub has been used by human rights activists to expose private meetings in Geneva to community members abroad, to document the abuses perpetrated by Egypt's police, and to share and distribute training materials and information about campaigns for change. While there is so much more to accomplish with the Hub, we are incredibly proud to be inspiring and engaging a new generation of activists to use technology to both reveal and end human rights abuses wherever they occur.

Finally, I want to tell you about Zarema Mukusheva, a human rights activist living and working in Chechnya, one of the world's deadliest regions. She has been working with Memorial Human Rights Center, a leading human rights organization in Russia, to document the impact of Russia's "counter-terrorism operations" on villagers in the video *Crying Sun: The Impact of War in the Mountains of Chechnya*, co-produced by WITNESS. Following screenings of the film to decision-makers in Chechnya and globally, Human Rights Center Memorial secured the Chechen government's commitment to provide funding for rebuilding homes and other infrastructure in the Southern mountains. Villagers are now returning to their ancestral homes. This is a tremendous step for an area and a population that is often neglected. And this was no easy task.

Since aiming a camera in Chechnya is often viewed as more incendiary than brandishing a gun, Zarema's work is not only difficult but more often than not it is dangerous. She and her colleagues at Memorial, like so many of WITNESS' partners and human rights activists around the world, place themselves at daily risk to ensure that abuses are exposed and justice is rendered. I am incredibly proud to be working alongside such dedicated individuals in the field and a passionate staff in New York.

Upholding human rights is a necessity now more than ever. As the world's economy becomes more complicated and intertwined, as global warming threatens livelihoods and homes, as war and despots continue to take lives, access to our basic human rights – such as the right to food, shelter, education, freedom from torture and slavery, freedom of opinion, expression and religion, among others – are threatened. It is because of your continued support that WITNESS can empower people all over the world with the tools and training they need to defend their human rights in the face of abhorrent violations.

Thank you.

Best wishes,

A handwritten signature in black ink, appearing to read "Yvette".

Yvette Alberdingk Thijm

WITNESS Glossary

- **Video Advocacy:** The use of video as a tool or medium to promote the advancement of human rights.
- **Core Partner:** A human rights organization with which WITNESS has a committed, campaign specific relationship, usually for 1 to 3 years. The goal is to create high visibility and impact using video. WITNESS works with approximately 12 to 15 Core Partners each year.
- **Rights Alert:** An urgent online call to action to raise awareness about human rights abuses and create change; includes a short video, resources, and opportunities to take action.
- **Seeding Video Advocacy:** Short-term training sessions for networks of human rights defenders along with the development of training materials and methods to 'seed' best practices in video advocacy as broadly as possible.
- **Video Advocacy Institute (VAI):** Immersive two week training course on video advocacy for 25-30 human rights activists from around the world.
- **Peer Alliances:** Relationships with action-oriented social justice media groups to share best practices and exchange services in training and using video for social advocacy.
- **The Hub:** The global channel for human rights where anyone can upload and view human rights related media that can be used to create change.
- **Artists Support www.witness.org:** A fine art print project by internationally renowned visual artists that promotes awareness of the WITNESS Web site as a global meeting place for human rights.

Generating Advocacy Impact

Working in collaboration with partners and allies to achieve concrete results in human rights campaigns



Highlights

Core Partner Campaigns

“Bound by Promises” about modern slavery in Brazil was **screened at the US Congress** as part of a briefing to prepare a Congressional Delegation for its upcoming visit to Brazil. The briefing was covered by major news outlets in Brazil. The video was **also screened before the Brazilian Congress’ Human Rights Commission. It has been instrumental in a number of areas, including getting the Mobile Inspection Squads, who are responsible for investigating claims of runaway slaves, to resume their work.** It has also resulted in a greater investment in income and employment generating programs to provide workers with alternative economic opportunities.

“A Duty to Protect” on child soldiers in the Democratic Republic of the Congo (DRC) was **screened at a high level panel discussion at the United Nations Headquarters** on November 30, 2007, following the arrest of a second DRC warlord by the International Criminal Court for the use of child soldiers. Another warlord has subsequently been indicted.

Following screenings to decision-makers in Chechnya and globally, **Human Rights Center Memorial** achieved significant advocacy success by **securing the Chechen government’s funding for rebuilding homes and other infrastructure in the Southern mountains.** Villagers are now returning to their ancestral homes.

In June 2006, **footage from Burma Issues** was used to buttress a critical BBC Newsnight item that criticized the current Labor administration in the UK for its minimal levels of funding to IDPs in Burma. This broadcast **helped push the UK government to conduct an official review** that, in July 2007, **recommended a four-fold increase in aid to IDPs in Burma.**

Core partner **Organization Drom** and six other school desegregation projects in Bulgaria are **now being funded by the EU Structural Funds.** This is a crucial development which marks the transition from grassroots efforts to increasingly sustainable state-supported action. Drom attributes this success to mobilization and lobbying efforts including the video **“Equal Access,”** co-produced in partnership with WITNESS.

“Living Proof,” produced in partnership with API in Croatia, was **screened at the UN General Assembly Hall** on May 12 at the event celebrating the new UN Disability Rights Convention which became legally binding.

“Mama-Mama” – focused on the exclusion of indigenous Papuan women from traditional markets in Jayapura, Papua, Indonesia – was **screened on local television in Papua, covered in national newspapers, and used in lobbying to city and provincial legislators,** resulting in an initial commitment by the provincial leaders to fund a traditional market in the city center of Jayapura.

“Listen to Our Voice,” which reinforces the recommendations of a detailed shadow report prepared by WITNESS partner SKP and others on torture in Indonesia, was **screened at a side-event in Geneva prior to the review of Indonesia’s record** attended by members of the UN Committee against Torture including its Chair and Rapporteur.



Still from “Missing Lives”

People Are Saying:

“‘Bound by Promises’ continues to be a success here, throughout the Amazon region. It is one of the best tools we have to work with farmers, workers, community leaders, government officials, students, and professors on the issue of slavery. After a lot of pressure, we finally got the government of the state of Para to create a ‘Plan to Eradicate Slavery’ and to instate a Commission for its implementation.”

– *Airton Pereira, Comissão Pastoral da Terra staff member*

New Core Partner Videos

“Missing Lives” (Human Rights Center Memorial) addresses the lack of accountability for the enforced disappearances of more than 3,000 people in the Russian North Caucasus

“Listen to Our Voice” (SKP - Jayapura) focuses on torture in Papua, Indonesia

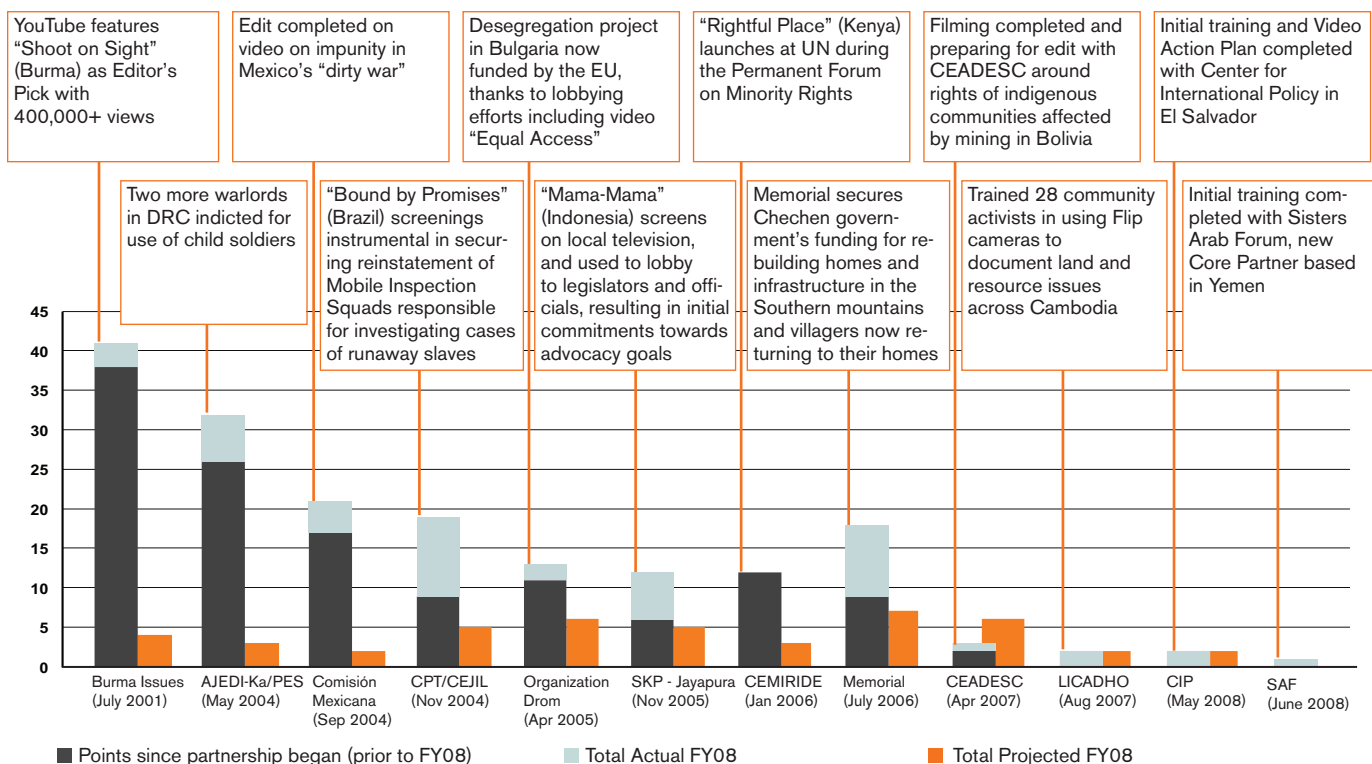
“Mama-Mama” (SKP - Jayapura) highlights the exclusion of poor women from economic opportunity in Papua, Indonesia

“Rightful Place” (CEMIRIDE) focuses on Kenya’s indigenous Endorois community and its struggle to reclaim its ancestral land from the Kenyan government

“Dual Injustice” (Comisión Mexicana) has been updated to reflect accomplishments and new advocacy goals

Comisión Mexicana is finalizing a film about **Rosendo Radilla Pacheco**, who disappeared during Mexico’s **“dirty war”** – a period during the 1960s and 1970s when the Mexican government systematically crushed any dissent by killing activists, students and indigenous leaders

Core Partners: Progress Over Time



■ Points since partnership began (prior to FY08)

■ Total Actual FY08

■ Total Projected FY08

Points indicated are calculated for completed activities (outputs) and results (outcomes and impact). WITNESS generates these figures based on review with Core Partners of results compared to goals identified in the Video Action Plan, and discussions with other allies to get a clear sense of the perceived role of video advocacy in the campaign. Dates indicate when partnership commenced.

	Activity or Result	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
	All production/filming completed in preparation for an edit on video related to VAP goals	1
	VAP-specific edit completed and video produced; or substantial VAP-specific re-versioning of video	1
	Targeted distribution to audiences identified in VAP largely completed	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:	3 (per VAP goal)
	<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. (Note: this is not a core VAP objective in all partnerships and when assessing capacity-building we consider whether capacity is built in an organization rather than just amongst a few individuals) 	
	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

Training in Video Advocacy

Training, learning from and supporting human rights defenders to use audio-visual media and new technologies in their advocacy



Highlights

WITNESS conducted 3 intensive Core Partner trainings in the field and **3 video edits with Core Partners**. From June 5 – 12 WITNESS conducted its **first ever Core Partnership training in the Middle East with Sisters Arab Forum (SAF)**. Core Partners trainings also included AJEDI-Ka/PES (DRC) and the Center for International Policy (US) that is working in collaboration with local organizations in El Salvador. Edits were conducted with Human Rights Center Memorial (Russia), the Comisión Mexicana (Mexico) and SKP-Jayapura (Indonesia).

WITNESS reached 463 advocates through 2 - 3 hour workshops and half, full, and multi-day trainings in its 'Seeding Video Advocacy' program. Over 200 of these 463 participants benefited from more in-depth workshops of one or more days in length.

'**Seeding Video Advocacy**' trainings and presentations were held in Bahrain, Brazil, Czech Republic, Germany, Italy, Lebanon, Lithuania, New Zealand, Poland, Scotland, Ukraine, and the United States, reaching a broad range of audiences including human rights advocates, civil society NGOs, business leaders, foreign government representatives, students, and filmmakers from **over 78 countries**. WITNESS's two-day seeding training in Bahrain marked the organization's **first video advocacy training in the Gulf Region**.

WITNESS created a **Guide to Video Advocacy** on the Hub: a series of short animations and accompanying guides introducing key concepts in video advocacy planning, filming and distribution.

Video Advocacy Institute

In July WITNESS held its first-ever global Video Advocacy Institute (VAI) in association with Concordia University's Communications Studies Program and Documentary Centre in Montreal, Canada.

Thirty leading human rights workers from 23 countries received intensive training on how to successfully incorporate video advocacy into their social change campaigns.

One year on:

After hearing disturbing reports about **high levels of rape in Liberian schools**, J. Aloysius Toe and the Foundation for Human Rights and Democracy set out to investigate and expose the extent of female brutalization in the country's school system. With his VAI training, Aloysius was able to turn the personal accounts they had collected into an effective and undeniable piece of video advocacy. The **video was shown on World Human Rights Day and on national TV, and has helped generate a national debate on the issue in Liberia.**

Dale Kongmont's **video containing stark testimonies of abuses of sex workers in Cambodia** screened to launch a campaign against a new law that further facilitates police abuses against sex workers. A version of the film will be shown at the 2008 AIDS conference in Mexico City.

Loida Ezpinoza at "Asociacion Paz y Esperanza" (Huanuco, Peru) screened her video to authorities **and secured approval for a regional plan to stop violence against women.**

With the help of VAI training, Istvan Takasz from the Hungarian Civil Liberties Union became the **driving force behind his organization's significant successes in using video for online outreach and advocacy** around drug policy and human rights.

Grounded in the success of its first VAI, WITNESS will hold its **second global VAI** in Montreal in July 2008.

New Core Partners

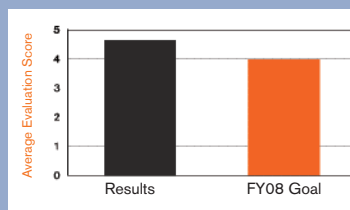
WITNESS identified three new partners: Center for International Policy (CIP), advocating for the right to water in El Salvador, and two NGOs advocating for women's rights—Research and Advocacy Unit (RAU) in Zimbabwe and Sisters Arab Forum (SAF) in Yemen.



WITNESS training with Sisters Arab Forum, Yemen

WITNESS solicits evaluations from all its training programs. Our goal is to secure an average evaluation score of at least 4 out of 5.

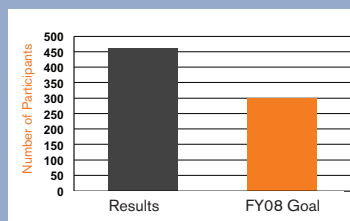
How Video Advocacy Institute Participants Evaluate Us



VAI Evaluation: 4.67/5
Based on 29 evaluations

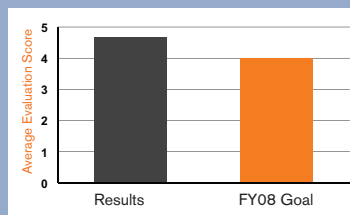
Eight months after the 2007 VAI, WITNESS conducted a thorough evaluation of participants. Of note, there was a high level of comfort with developing video advocacy strategies and stories, and with filming and interviewing. There were lower levels of comfort with budgeting and production planning, dealing with sound and lighting complications and editing. The 2008 VAI curriculum addresses these areas and additional support will be provided after the VAI.

Total Number of Seeding Participants



Total number of seeding participants: 463
Over 200 participated in trainings of one or more days in length

How Seeding Trainees Evaluate Us



Average Overall Seeding Session Evaluation: 4.66/5
Based on evaluations from 7 seeding sessions

Building an Accessible Human Rights Media Archive

Documenting and preserving a historical video record of human rights issues

Highlights

Building a Digital Archive & Asset Management System

- 10TB storage system for digital media installed, which will provide preservation for high-quality video and networked access to media for use and distribution
- 75 hours of video digitized at preservation quality
- 6000+ digital photos and stills cataloged

Distribution

- Footage and productions were licensed to Ironweed Film Club, Al Jazeera, BET, CBC, Concert to End Slavery, Rambo, and for the DVD releases of feature films *Rendition* and *Bordertown*
- 100 videos uploaded to the Hub

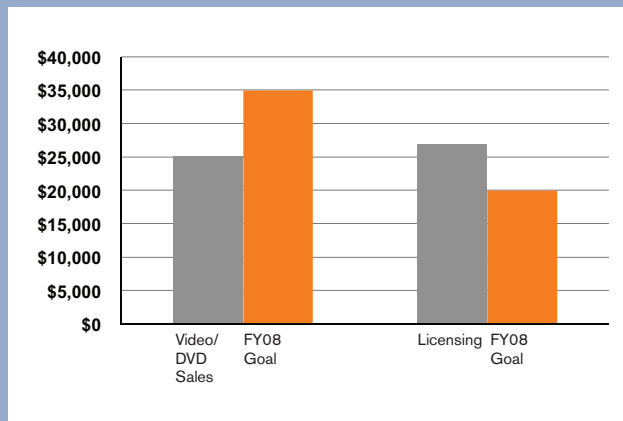
Acquisitions

- New footage was acquired from Bolivia, Burma, Canada, Chechnya, the Northern Caucasus and the US.

Outreach

- archive.witness.org, a new blog was launched where issues relevant to human rights archives, freedom of information, and archive news and updates are discussed
- Media Archive presentations at Duke University, Columbia University, and the 6th Orphans Film Symposium at New York University

Video Sales and Licensing Revenues



The Hub

The Hub is WITNESS's newest initiative, which provides the first global online space for human rights media and activism. It is a groundbreaking site rooted in participatory media and it represents a radical step in promoting collaboration and knowledge-sharing across the global human rights community and beyond. The Hub launched in beta form on International Human Rights Day on December 10, in English, French and Spanish.

Early Indicators – December 10 to June 30

WITNESS has focused its efforts on building a strong community of uploaders from the human rights and social justice communities by participating in conferences and panels, and conducting online and grassroots outreach. The number of registered users and visitors continues to grow steadily. WITNESS is actively working to maximize the impact of the Hub and its community by featuring media through the *Editor's Pick*, the Hub blog, and amplifying organizations' campaigns and calls to action on the Hub through a growing e-alert list.

Content partnerships that have strengthened to the Hub span mainstream human rights organizations such as Amnesty International and Human Rights Watch and established media organizations such as Al-Jazeera International and Magnum Photos. By July 2008, the Hub had nearly 3,000 registered member organizations and individuals, who had uploaded over 1,200 pieces of media ranging from interviews with human rights activists across the United States, to testimony from families of detained activists in Bahrain and Yemen, to women's rights defenders from around the world.

Key Facts

- 9,000* registered users
- 29 global human rights campaigns
- 111 groups
- 20 million hits**
- 1,250 media uploads
- 5.1 million media views (*on average each media item has been watched over 4,000 times*)
- Only 5% of media items that users tried to upload were rejected due to inappropriate or unrelated content



*Aggregate of user accounts and e-list subscribers

**WITNESS does not collect user data (IP addresses) since that could compromise the safety and security of users

Expanding Awareness & Engagement in Human Rights

Outreach and video distribution to educate and engage people in human rights issues

Highlights

Press and Outreach

Actors Gael García Bernal and Diego Luna hosted a press conference and benefit in Mexico featuring "Dual Injustice." The issue of femicide earned media mentions in over 30 different media outlets including, BBC News, Canadian Broadcasting Corporation, *Esto*, *The Guardian*, *La Prensa* and *El Universal* – reaching an estimated 3,500,000 people globally.

"Dual Injustice" was included on the DVD of *Bordertown*, a Hollywood film about the murders of women in Ciudad Juárez and featured on the Mexican rock band Jaguares' Greatest Hits DVD. **Thousands of letters pressuring the government to end the murders of young women in Juárez and Chihuahua Mexico were addressed to President Calderon and collected** by Comisión Mexicana and WITNESS at music festivals.

Footage from WITNESS partner Burma Issues was used in reports of the situation in Burma by CNN's "Anderson Cooper 360," "Democracy Now," ITN – Channel 4 News in the UK and SKY TV News.

Mentions and feature stories about WITNESS, the Video Advocacy Institute, and/or the Hub reached millions of readers, viewers and listeners via media outlets such as: BBC, *The Chronicle of Philanthropy*, *Le Devoir*, *The Economist*, Forbes.com, *Los Angeles Times*, Rolling Stone.com, Radio Canada International, *San Francisco Chronicle*, Smartmoney.com and Yahoo!.

The second annual **WITNESS Award in Honor of Joey R.B. Lozano** was given to *Pray the Devil Back to Hell*, about an unlikely coalition of Christian and Muslim women in Liberia working to bring about an end to a brutal civil war, by director Gini Reticker at the SILVERDOCS film festival in Maryland. WITNESS videos were screened at Council on Philanthropy, Human Rights Watch International Film Festival, the 3 Continents Film Festival and Ambulante Documentary Film Festival in Mexico. WITNESS's video "Outlawed," about extraordinary rendition, torture and disappearances in the "war on terror," appears on the DVD release of the film *Rendition* directed by Gavin Hood.



Photo by Jorge Alberto Bonilla Peláez

Diego Luna (left), Gael García Bernal (right) with Patricia Cervantes, whose daughter Neyra disappeared in 2003, and her cousin, Miguel David Meza, who was imprisoned and tortured to confess to her murder and subsequently released.

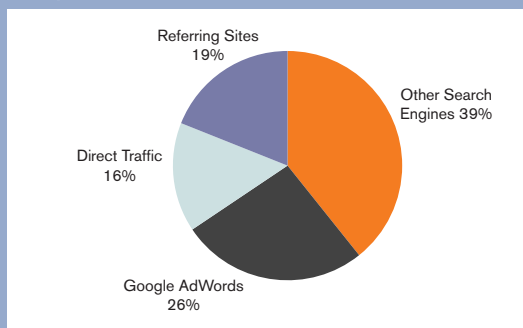
WITNESS Web site

Web site Traffic



The WITNESS Web site had 44% more unique visitors this year. The fall peak in traffic was due to the worldwide interest in Burma.

Analysis of Traffic



Google AdWords, an in-kind donation, led to 100,687 visits to the Web site

The search terms generating the most site traffic were "Burma" and "Myanmar."

Online Statistics

WITNESS hired an Online Outreach Coordinator in January to help the organization develop and implement an online strategy to increase participation, awareness and engagement in WITNESS and the Hub. This has been crucial to the creation of an online relationship cultivation strategy for WITNESS and the Hub. Two e-subscription lists – WITNESS and Action – will simplify communications efforts. By employing Democracy in Action, a customer relationship management tool, WITNESS will, for the first time, be able to gather and evaluate user data to support its efforts to expand WITNESS's e-subscriber base, increase the number of visitors to the Hub and the WITNESS Web sites, and subsequently improve engagement in human rights campaigns online.

WITNESS launched its first online fundraising appeal and implemented strategies to grow its membership on Facebook, which increased by 25%.

Developing Institutional Capacity

Maintaining and/or increasing internal capacity and inter-departmental coordination at WITNESS

Highlights

- WITNESS has a professional and dedicated staff, an engaged and supportive board of directors, and the resources that have enabled us to launch new programs this year. BTQ Financial was engaged to provide comprehensive financial services resulting in strengthened financial reporting and improved budget planning. Final operating expenses were \$4,187,416 which was 91% of the \$4,596,000 that was budgeted for the year. Revenue for the support of operations was \$4,015,641 which resulted in a shortfall of \$171,775. Close to \$2.8 million dollars for operations has been committed for future years, of which over \$1.5 million is for the coming year.
- Over \$2.4 million in institutional and major grants were received from the Morton K. and Jane Blaustein Foundation, Cinereach, Nathan Cummings Foundation, Educational Foundation of America, Ford Foundation, Global is Local Fund, Libra Foundation, Live Oak Fund of the Tides Foundation, Lowe Family Foundation, Oak Foundation, Omidyar Network, Open Society Institute, Overbrook Foundation, Joan and Lewis Platt Foundation, Proteus Fund, Salesforce.com Foundation, Skoll Foundation for Social Entrepreneurship, The Sateer Foundation, U.S. Human Rights Fund, Vital Projects Fund, and Zennström Philanthropies. WITNESS raised funds and grew its base of donors as a result of being selected as the nonprofit beneficiary of *Good Magazine*, Working Assets Long Distance, and Six Apart.
- This year's Focus for Change benefit dinner and concert hosted by WITNESS co-founder Peter Gabriel and Maggie Gyllenhaal celebrated WITNESS's 15th Anniversary and the premiere of the Hub. More than 600 guests attended and raised \$724,716 for WITNESS (net of expenses). This success was the direct result of 49 dedicated volunteers who served on the Host Committee.
- In November 2007 Gillian Caldwell, who served as WITNESS's Executive Director for ten years, stepped down, moved by the human rights implications of global warming. Jenni Wolfson stepped up to serve as Acting Executive Director during this transitional year and will continue her tenure as Deputy Director. Yvette J. Alberdingk Thijm has been appointed the new Executive Director. Alberdingk Thijm has nearly two decades of experience in media and digital media. She first became involved with WITNESS's work in 2005 as a member of the Board of Directors.

WITNESS AWARDS

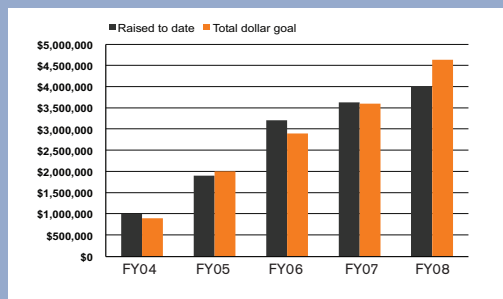
- Independent Sector's 2007 American Express Building Leadership Award
- The first Emmy Humanitarian Award from the National Academy of Television Arts & Sciences
- Fast Company/Monitor Group's 2008 Social Capitalist Award for the 5th year in a row



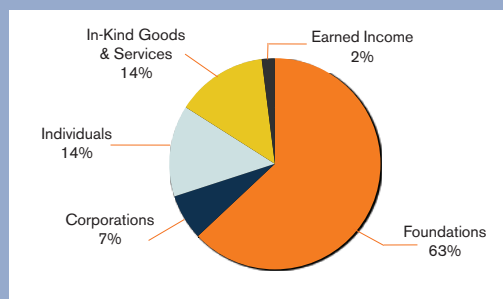
© 2007 Marc Bryan-Brown
WITNESS staff and board members accepting the Emmy Humanitarian Award



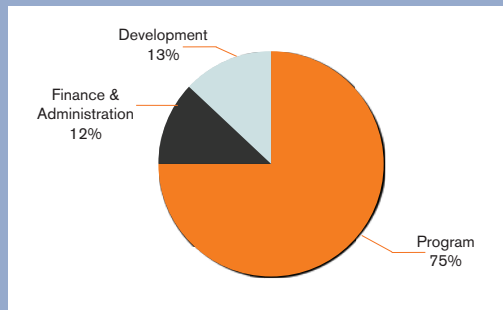
Total Dollar Goal vs. Total Dollar Raised



Sources of Revenue



Expenses



People Are Saying:

"WITNESS and its chairman Peter Gabriel have played an extraordinary role in creating an avenue for participatory service. Their promotion of citizen journalism and video advocacy has opened our eyes to human rights abuse in countries where traditional journalists may not be present."

– Peter Price, President/CEO of The National Academy of Television Arts & Sciences.

WITNESS Statement of Financial Position

JUNE 30, 2008 WITH COMPARATIVE TOTALS FOR 2007

	2008	2007
Assets		
Cash and cash equivalents		
Unrestricted	\$107,612	\$172,310
Restricted to future periods and programs	-	32,338
Investments		
Unrestricted	155,806	-
Board designated reserve	1,269,997	1,359,256
Restricted to future periods and programs	1,443,568	1,876,831
Reserve - emergency fund	321,386	559,236
Unconditional promises to give		
Unrestricted	45,500	61,995
Restricted to future periods and programs	1,555,690	1,208,628
Accounts receivable and other assets	23,929	17,753
Prepaid expenses	117,738	69,096
Property and equipment, at cost, net of accumulated depreciation	670,273	284,693
Security deposit	27,927	27,927
Total Assets	\$5,739,426	\$5,670,063
Liabilities and Net Assets		
Liabilities		
Accounts payable and accrued expenses	\$334,199	\$108,238
Salaries and payroll taxes payable	-	12,800
Accrued vacation payable	47,282	19,305
Total Liabilities	381,481	140,343
Commitment		
Net Assets		
Unrestricted net assets		
Operating	82,083	201,415
Property and equipment	670,273	284,693
Board designated reserve	1,271,819	1,359,256
	2,024,175	1,845,364
Temporarily restricted net assets		
Reserve-emergency fund	334,512	566,559
Restricted to future periods and programs	2,999,258	3,117,797
Total Net Assets	5,357,945	5,529,720
Total Liabilities and Net Assets	\$5,739,426	\$5,670,063

WITNESS Statement of Activities

YEAR ENDED JUNE 30, 2008 WITH COMPARATIVE TOTALS FOR 2007

	Unrestricted				2008	2007*	
	Operating	Property and Equipment	Board-Designated	Total	Temporary Restricted	Total	
Changes in Unrestricted Net Assets							
Revenue and Other Support							
Contributions	\$1,099,409	\$143,224	\$ -	\$1,242,633	\$1,389,247	\$2,631,880	\$3,755,292
Donated services and materials	642,652	34,558	-	677,210	-	677,210	498,160
Fundraising benefits, including donated services of \$26,709 (2008) and \$20,500 (2007)	926,389	-	-	926,389	-	926,389	706,430
Less: Donated direct benefit services	(26,709)	-	-	(26,709)	-	(26,709)	(20,500)
Less: Direct benefit expense	(174,964)	-	-	(174,964)	-	(174,964)	(172,435)
Video and merchandise sales, net of cost of sales of \$7,982 (2008) and \$37,825 (2007)	18,303	-	-	18,303	-	18,303	35,738
Video licensing fees	15,939	-	-	15,939	-	15,939	16,358
Net investment income (loss)	1,185	-	(92,061)	(90,876)	32,953	(57,923)	217,206
Other income	892	-	4,624	5,516	-	5,516	5,101
	2,503,096	177,782	(87,437)	2,593,441	1,422,200	4,015,641	5,041,350
Net assets released from restrictions							
Satisfaction of program and time restrictions (\$1,447,115 for 2007)	1,413,641	359,145	-	1,772,786	(1,772,786)	-	-
Total Revenue and Other Support	3,916,737	536,927	(87,437)	4,366,227	(350,586)	4,015,641	5,041,350
Expenses							
Program Services	2,971,664	180,702	-	3,152,366	-	3,152,366	2,760,541
Supporting Services							
Management and general	480,430	21,711	-	502,141	-	502,141	385,515
Fundraising	498,281	34,628	-	532,909	-	532,909	415,343
Total Supporting Services	978,711	56,339	-	1,035,050	-	1,035,050	800,858
Total Expenses	3,950,375	237,041	-	4,187,416	-	4,187,416	3,561,399
Increase (Decrease) in Net Assets Before Transfers	(33,638)	299,886	(87,437)	178,811	(350,586)	(171,775)	1,479,951
Transfer for fixed asset additions	(85,694)	85,694	-	-	-	-	-
Increase (decrease) in net assets	(119,332)	385,580	(87,437)	178,811	(350,586)	(171,775)	1,479,951
Net assets, beginning of year	201,415	284,693	1,359,256	1,845,364	3,684,356	5,529,720	4,049,769
Net Assets, End of Year	\$82,083	\$670,273	\$1,271,819	\$2,024,175	\$3,333,770	\$5,357,945	\$5,529,720

* Certain amounts have been reclassified for comparative purposes.

WITNESS Schedule of Functional Expenses

YEAR ENDED JUNE 30, 2008 WITH COMPARATIVE TOTALS FOR 2007

	Program Services					Supporting Services			2008	2007
	Partner Training and Video Production	Outreach and Education	Archives	Technology	Total	Management and General	Fundraising	Total	Total Expenses	Total Expenses
Salaries, payroll taxes and employee benefits	\$501,432	\$373,605	\$273,088	\$257,735	\$1,405,860	\$158,587	\$306,184	\$464,771	\$1,870,631	\$1,650,326
Advisors and professional fees	36,558	282,472	41,125	61,698	421,853	242,425	28,880	271,305	693,158	433,911
Partner and staff training	148,740	3,622	2,980	10,025	165,367	900	2,630	3,530	168,897	35,188
Grants	19,100	-	-	-	19,100	-	-	-	19,100	-
Video production	9,984	31,674	13,835	-	55,493	-	1,500	1,500	56,993	248,060
Travel	222,246	20,402	6,177	17,405	266,230	9,923	15,679	25,602	291,832	172,539
Printing and translation	4,200	3,583	328	2,913	11,024	2,291	3,776	6,067	17,091	69,948
Materials and supplies	7,518	3,727	4,650	4,213	20,108	2,609	2,900	5,509	25,617	22,530
Website	-	1,315	25	17,955	19,295	-	719	719	20,014	77,788
Equipment rentals and maintenance	5,207	3,403	9,460	4,314	22,384	1,028	2,458	3,486	25,870	32,392
Software and peripherals	1,290	98	3,592	10,478	15,458	1,237	45,402	46,639	62,097	57,441
Insurance	9,611	6,889	6,961	8,222	31,683	8,781	4,965	13,746	45,429	43,387
Rent and utilities	36,867	26,369	22,218	31,008	116,462	10,987	19,044	30,031	146,493	126,702
Telecommunications	15,222	4,327	3,402	17,342	40,293	3,989	3,113	7,102	47,395	45,562
Shipping and postage	17,822	7,828	7,295	1,691	34,636	409	6,974	7,383	42,019	45,560
Legal fees	41,601	29,953	24,961	34,945	131,460	14,518	21,632	36,150	167,610	214,474
Accounting and bookkeeping	6,690	4,785	4,031	5,626	21,132	17,204	3,477	20,681	41,813	28,884
Event expense	505	8,528	748	-	9,781	2,103	19,208	21,311	31,092	36,710
Promotion and events	185	126,611	-	1,015	127,811	405	225	630	128,441	55,973
Bank charges	2,163	1,355	1,420	1,625	6,563	560	4,263	4,823	11,386	6,682
Disposal of assets	-	-	-	-	-	2,999	-	2,999	2,999	-
Miscellaneous	9,423	10,049	2,977	7,222	29,671	2,474	5,252	7,726	37,397	34,679
Total expenses before depreciation	1,096,364	950,595	429,273	495,432	2,971,664	483,429	498,281	981,710	3,953,374	3,438,736
Depreciation	67,037	47,947	40,400	25,318	180,702	18,712	34,628	53,340	234,042	122,663
Total Expenses, 2008	\$1,163,401	\$998,542	\$469,673	\$520,750	\$3,152,366	\$502,141	\$532,909	\$1,035,050	\$4,187,416	
Total Expenses, 2007	\$1,027,425	\$622,851	\$435,662	\$674,603	\$2,760,541	\$385,515	\$415,343	\$800,858		\$3,561,399