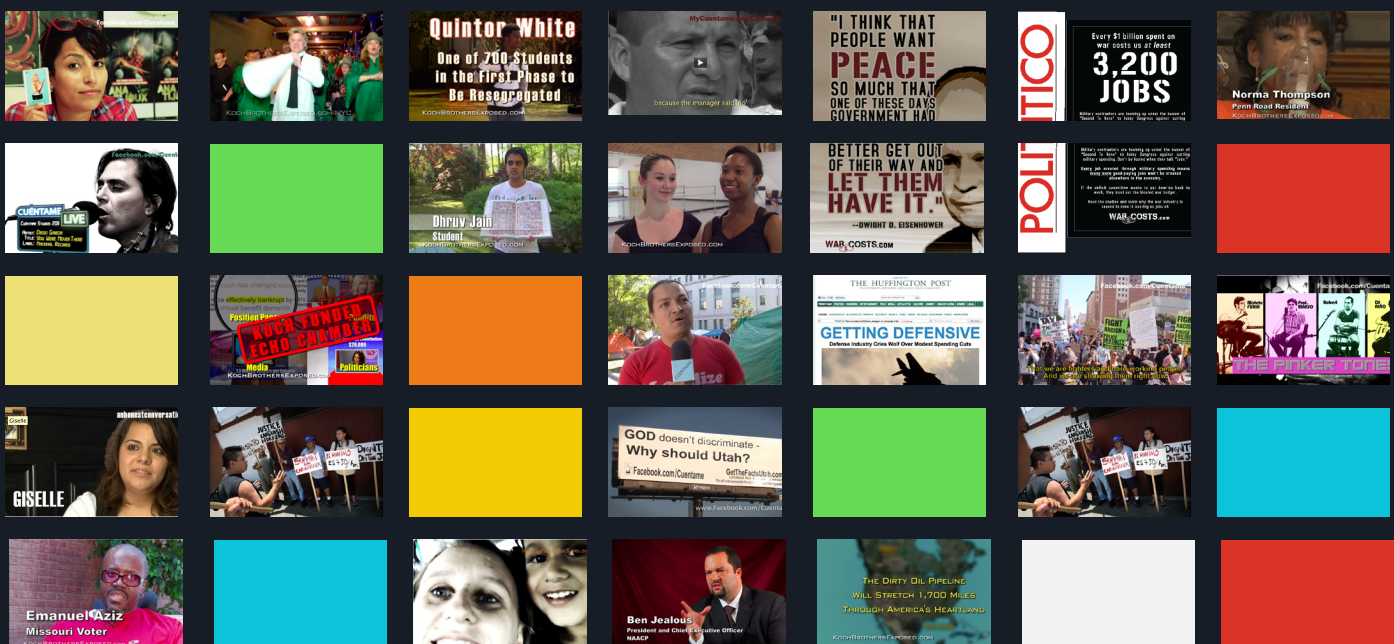




# MAKING CONNECTIONS

## annual report 2011



# A message from Robert Greenwald PRESIDENT



Dear Friends,

Politics got louder, angrier, more painful, and more complicated. We spent hours at the foundation talking, debating, reading and thinking. How can we communicate to people in this new world? How can we help people understand the system and how it works, not just an individual injustice. How can we inspire and motivate at a time of great pain and inequity?

**Koch Brothers Exposed** was a year-long project which shows how the Kochs use their obscene wealth to distort democracy, buy political power, and support their own economic and ideological goals. But they are not the only ones, and we worked hard and long to tell the story and make it clear that this is the result of systemic abuses. This is the result of politicians that are for sale. This is the result of laws and regulations that support the wealthy over the powerful. We worked with more than 20 groups and partners to help spread the word and with great help from the media (over 60 media hits with a press reach of over 85 million) we helped make significant steps forward.

Our **Who Are the One Percent?** campaign also helped us message the important frame that it is not the money that is the problem, but the abuse of the money for selfish and greedy ends.

Our **Cuéntame** program focused hard and laser-like on bringing public attention to private prisons. Starting with the eye-catching name, **Immigrants for Sale**, Axel and his team led a fierce political and creative effort to define those who profit from locking up immigrants. They illustrated the direct connection between their for-profit operations, their support of elected officials, and their support for legislation that makes it easier to incarcerate immigrants and increase their profits. From powerful personal stories to animation, the series ran the gambit. Working with 18 partners we pierced the veil of secrecy and confusion on the issue and focused on a fundamental argument: prisons should not be a source of profit contributing to the top one percent.

As the Afghanistan war winds down— not without the tragic and horrific loss of lives, homes, and billions of dollars—the political and creative team led by Derrick Crowe has begun work conceptualizing a next-step campaign, **War Costs**. We have a unique moment in time. There is a perfect storm with an economic collapse, exhaustion over war, and beginning cracks to what was formerly a bipartisan consensus that occupying and invading foreign countries will make us safer.

With that in mind we are deep in heavy research on the waste, fraud, abuse, and the spending of literally billions of dollars on weapons that are useless and merely serve to increase profitability of Boeing, Lockheed Martin, and other war contractors. We will employ the same strategies we used with **Rethink Afghanistan** and will create short videos and blogs to push back against war-hawks and the spin spit out by both the Pentagon and corporations. In addition, we will reveal the depths of corruption through longer investigative pieces.

A busy year ahead, and with deep appreciation for your help and support that makes this possible.

Best regards,

A handwritten signature in black ink, appearing to read 'Robert Greenwald', written in a cursive style.

Robert Greenwald



# A message from Jim Miller EXECUTIVE DIRECTOR



Dear Friends,

For the past 6 years I have been fortunate enough to have a job at Brave New Foundation where I interact on a daily basis with people who are having a hard time making ends meet because of unfair circumstances. As the country continues to get back on track, we have been working hard to make sure everyone's rights are honored. Sometimes it feels like the cards (and all of the monetary assets) are stacked against us, but with your help we are making great progress.

Money is certainly an issue with the Koch Brothers. We started our **Koch Brothers Exposed** project at the beginning of the year and it has become one of our most successful investigations to date. We have weathered threats of lawsuits, mud-slinging on the internet, and a sackful of hate mail to make sure everyone can see and understand how these multi-billionaire brothers are changing the course of democracy. We are especially grateful that our supporters were able to spread these videos across the country so that plans of resegregation could be stopped and a town that has been riddled with cancer now has hope for the future. There are so many organizations that the Koch brothers are involved with that we decided to create a full length version of the video series which will be released Spring 2012.

Another bright spot of the year has been our **Cuéntame** series. With the help of a generous grant from the Ford Foundation we were able to hire two more staff members and expand the program. The series **Immigrants for Sale** exposed an insidious for-profit prison system that is 'losing' migrant workers for days, weeks and sometimes months at a time because of the monetary incentive. **An Honest Conversation** explored the LGBT Latino youth community in an effort to create a larger cultural dialogue. **Latino Voces** was re-tooled to give us a closer look at who makes up the Latino community and the Music series continued to entertain us.

When we began the **Rethink Afghanistan** series three years ago, we had no idea it would take this long for us to start reducing troops and end the war. We realize now that the issue is not just about military spending in Afghanistan but Pentagon spending across the globe. While continuing our Rethink project, we have also started a series titled **War Costs** which will explore the lobbyists, the payoffs, and the fraud that permeates our military spending machine.

As always we can do none of this without our energetic, passionate and creative staff. Each one of them is working at this nonprofit because they care about the issues and they want to make a difference. They have created powerful videos which are distributed out to the press and public with the help of the rest of our team. We thank you for passing them on to family and friends and for supporting us so that we can continue to do this work. I look forward to hearing from you this year, and to creating media that makes an impact.

Thanks for your support!

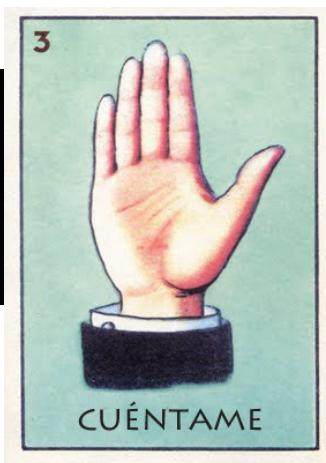
Best,

A handwritten signature in dark ink, appearing to read 'Jim Miller', written in a cursive style.

Jim Miller







# 21+ MILLION

## Views and Impressions on Facebook & YouTube

### AN HONEST CONVERSATION

An Honest Conversation is a sober, honest, and often painful collection of stories from our LGBT Latino youth, their friends, families, and the community in general. From bullying to abuse, struggle to triumph, this ground-breaking series aims to break taboos within the Latino community while changing paradigms within our fast-shifting demographic. With these powerful, direct stories Cuéntame is starting a provocative and honest nationwide conversation that we hope will begin with your own discussions at the Holiday or Sunday dinner table and into the lives of many Latinos in America.



### IMMIGRANTS FOR SALE

In 2011 we aimed to expose the main actors behind the drafting of **SB1070** and copycat laws designed to demonize and persecute immigrants, as well as identify conflicts-of-interest that arise when supporters of such legislation profit from its implementation. **We focused on examining who these laws are hurting: the detainees, their families and communities that are targeted by a war being waged against them. Garnering more than 1.2 million views and impressions, Immigrants For Sale has been a breakthrough campaign for Cuéntame.** It has been our most successful campaign to date, having a direct effect in exposing and transforming the national narrative around private prisons and the detention of immigrants.



### LATINO MUSIC & ARTS

Cuéntame Music Series, now in its second season, is a series featuring and promoting a cross section of Latino music, social change and activism. In addition, in 2011 Cuéntame experimented with a new series focused on promoting the best in Latino art, film, food, culture and more. The results were immediate and we placed particular emphasis on providing a space for up-and-coming artists and filmmakers. Both series attract a primarily young Latino audience who, through art and music, become engaged in other areas and issues.





## WHO ARE YOU CALLING “ILLEGAL”? & DO I LOOK “ILLEGAL”?

Our goal was to produce a series of videos aimed at effectively debunking the use of the word “Illegal” both in media, online and in reference to the migrant and Latino communities. As the series took life, we realized that the roots of this word went deeper and that there was a latent bias against the immigrant community fueled by pundits, media outlets and press outlets. Instead of just fighting a word, **we went to the root of that hate and affectively exposed and shamed those abusing this community** – through an additional series called LOCO (or Crazy Media) and another one called POP-UP video in which we

use VH1 style ‘pop-ups’ to point out the bias and hate in news coverage and punditry. The result was a fun but poignant exposé that drove people to action. **The videos have nearly 1.2 million views and impressions.**

This series galvanized our supporters to take action when radio hosts John & Ken discriminated against immigrants on air. Supporters successfully demanded GM and other corporations to pull advertising from the The John & Ken Show on KFI (AM-640). In addition, with the help of hundreds of donors, we put up a billboard in Utah drawing attention to the state’s discriminatory anti-immigration legislation. Focus was also placed on Alabama, Georgia and Arizona and resulted in state boycotts and major press attention that advanced the dialogue.



## LATINO VOCES

Latino Voces, now in its second season, is a series featuring Latino community members, families, workers and a wide array of individuals that share

their stories around three basic issues in 2011:

- 1) Highlight the work of immigrants in our society and the contribution of Latino culture to society.
- 2) Highlight how communities can come together through the social networks and on the ground to help each other move forward.
- 3) A series that will be aimed at young Latinos and the power to mobilize them into finding new opportunities, protect their labor rights and push back against corporate abuse in both urban areas and border towns.



## MEET THE NEW AMERICAN SWEATSHOP

This year Cuéntame partnered with the CLEAN Carwash Campaign and The California Wellness Foundation to produce Meet The New American Sweatshop—a new media, public education campaign dedicated to raising public awareness about workplace health and safety issues facing low-wage immigrant workers in California’s carwash industry.

A major victory was won after the series launched. **Carwash workers in Santa Monica won a labor contract making Bonus Carwash the first unionized car wash in the country.**

# WAR COSTS

## BUILDING ON THE SUCCESS OF RETHINK AFGHANISTAN

Rethink Afghanistan began in 2009, when the media and political consensus favored adding troops in Afghanistan. We argued against the waste of national resources on war and militarism while simultaneously demonstrating how communities throughout America were struggling in the depths of the Great Recession. We are continuing this messaging with the investigation of war contractors through War Costs.

## TAKING WAR CONTRACTORS HEAD ON

In late 2011 our supporters helped us place an ad (pictured right) in Politico, a widely read publication on the Hill. The ad was a direct hit at war profiteers. Military contractors including Lockheed Martin, Boeing, and Raytheon created a front group called "Second To None" to pressure Congress to protect their massive revenues (\$102.8 billion in 2010) from cuts by the deficit commission. Our ad ran one day before "Second to None" staged a march on the Hill.

## OSAMA BIN LADEN IS DEAD. BRING THE TROOPS HOME.

On May 1, 2011, President Obama announced that a special operations forces team had killed Osama Bin Laden in Pakistan. Recognizing a unique opportunity to crystallize public opinion, Rethink Afghanistan published an email that night linking to a simple petition that urged President Obama to bring troops home now that Bin Laden was dead. Roughly **35,000 people signed it within the first few days of its publication, and major network news covered our efforts.** In part due to our quick reaction and work to shape the media narrative, U.S. public opinion quickly rallied around our position, and we have made a difference.

War Industry CEOs have allies all over Capital Hill pushing Congress and the administration to protect the bloated military budget from cuts.



Every \$1 billion spent on war costs us *at least*

# 3,200 JOBS

Military contractors are teaming up under the banner of "Second To None" to lobby Congress against cutting military spending. Don't be fooled when they talk "jobs."

Every job created through military spending means many more good-paying jobs won't be created elsewhere in the economy.

If the deficit committee wants to put America back to work, they must cut the bloated war budget.

Read the studies and learn why the war industry is second to none in costing us jobs at:

**WAR COSTS.com**



warcosts.com

LOCKHEED MARTIN

**Top 0.01%**

In 2010 Lockheed Martin CEO Martin Stevens made \$21.89 million



# RETHINK *Afghanistan*

## 9.9+ MILLION

### War Costs and Rethink Afghanistan Views and Impressions on Facebook & YouTube

How Much Did You Pay For War This Year?

COST OF WAR CALC-MASTER 3000

How much income did you earn this year?:

Are you?:

SINGLE

MARRIED FILING JOINTLY

MARRIED FILING SEPARATE

HEAD OF HOUSEHOLD

RETHINK Afghanistan

CALCULATE

Since the launch of Rethink Afghanistan the effects of our sustained political pressure are now apparent in the White House and Congress. Key members of Congress, including House Minority Leader Nancy Pelosi and Defense Appropriations Ranking Member Norm Dicks are now vocal in their desire to see a significant drawdown of U.S. forces. Washington, D.C., long a pro-escalation bubble in a country soured on the war, is starting to come to a consensus on the need to get troops home.

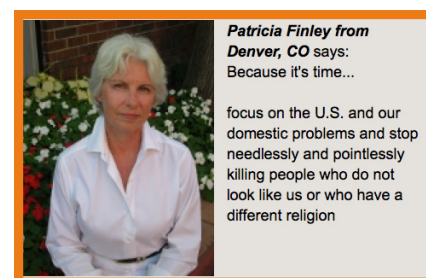
#### WE WANT OUR MONEY BACK

Rethink Afghanistan explored new interactive tools like the War Tax Calculator to get people thinking about how their tax dollars directly fuel the excessive war budget. As a result, **10,000** tax refund requests were hand delivered to Congress members on April 14th.

To press this point further **we hosted the first ever bipartisan press conference on Capitol Hill in opposition to the Afghanistan War.** Attendees included U.S. Representatives Raul Grijalva (D-AZ), Walter Jones (R-NC), Barbara Lee (D-CA), Dana Rohrabacher (R-CA), Mike Honda (D-CA), and James McGovern (D-MA). Other participants included Afghanistan Study Group's Matthew Hoh, and Rev. Jim Wallis of Sojourners.

#### BECAUSE IT'S TIME

Rethink Afghanistan asked people to tell us why it's time to end the Afghanistan war. We incorporated their comments in our first ever television commercial. **The commercial ran for one week on CNN.** Building on the momentum from, we organized a blog blitz that included several high-profile public officials, foreign policy insiders and well-known progressive bloggers. Most writers included prominent mentions of our ad in their pieces, highlighted the one-year anniversary of the escalated military campaign in Afghanistan and called for an end to the war. These blog posts were featured in several high-traffic sites, including on the front page of The Huffington Post and on The Hill's CongressBlog.





# 9+ MILLION

## Views and Impressions on Facebook & YouTube

### RESULTS

#### Human Rights.

- Voters in North Carolina have defeated Koch-influenced School Board Members after drawing attention to resegregation policies.

#### Environmental Justice.

- **50,000+** signatures to stop the Keystone XL Pipeline, a project that would benefit Koch Industries.
- Our video on Koch contaminated waters helped our partner Louisiana Environmental Action Network and West Crossett community members draw attention for an EPA investigation.



Charles and David Koch have a net worth of \$43 billion. The billionaire brothers own Koch Industries—one of the largest private oil companies in America. They have spent decades of their lives and over \$324 million of their wealth exerting their influence on our government.

With a team of researchers, we have pieced together a comprehensive picture of their financial influence. Our videos explore their vast, detailed and often secretive ties to issues ranging from social security to cancer, to resegregation.

Our new multi-media grassroots campaign exposes Charles and David Koch's efforts to manipulate the democratic process and undermine social, economic, and ecological justice movements. Using short online videos, an accomplished press department, and an intricate distribution system we have built awareness and mobilized our online community to demand reform.

With the support of our activist community we are working to ensure our democracy works for all Americans.





Brave New Foundation's

# WHO ARE THE 1 PERCENT?

## Lloyd Blankfein

Goldman Sachs  
"Lyin' Lloyd"



2110 Ratings



## Rush Limbaugh

Radio Personality  
"The Mouthpiece"



2907 Ratings



## Rupert Murdoch

News Corp.  
"The Propagandist"



3663 Ratings



# 70,000+ VOTES CAST

We've created a list of the 30 people doing the most to destroy our economy and democracy — a list created from the 5,000 suggestions that our audience left at **WhoAreThe1Percent.com**. This is a doozy of a list, filled with the likes of Rupert Murdoch, Rob Walton, and Jamie Dimon (of JPMorgan Chase fame). In 2012 we will be making videos that expose the worst of the bunch.

# OCCUPY

The OCCUPY movement will go down in history as a monumental movement for the rights of 99% of Americans. Nationwide videos from **Koch Brothers Exposed**, **War Costs** and **Who Are the One Percent?** drew the attention of OCCUPY camps. Our videos were used to both educate and inspire action.



## TRAINING

The world can hear them but how do they sustain the fire? We opened our studio to local Occupiers giving them an inside look on how to amplify their efforts. Our team offered tools and resources to mobilize supporters through new media.

# PARTNERS

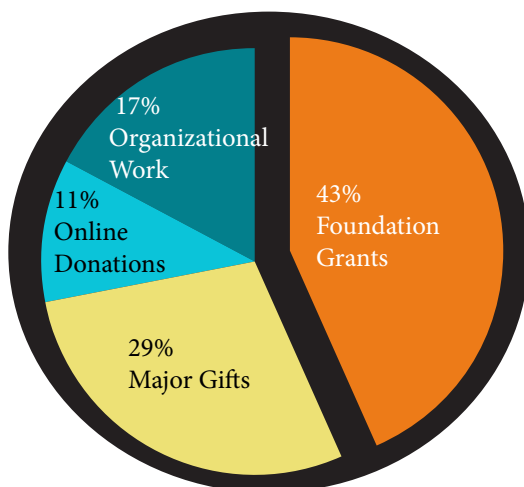
ACLU of Georgia	Common Cause	Huffington Post- Latino Voices	Salon
ACLU of Southern California	Courage Campaign	Huffington Post- Los Angeles	San Bernardino Community Center
Advancement Project	CREDO Action	It Gets Better Campaign	School of The Americas Watch
AFL-CIO	DeColores Queer Orange County	Jose Antonio Vargas	SEIU
Afghanistan Study Group	Detention Watch Network	Justice for Immigrants Coalition of Inland Southern California	Somos Georgia
African American Ministers in Action	DREAM Team LA	La Vision	Strengthen Social Security Campaign
AIDS Walk	Dreamers Adrift	Latino Raices Philadelphia	The Guardian
ALEC Exposed	ELARA	Latino Rebels	United Food and Commercial Workers International Union
Alliance For Better Utah	Enlace International	Lawyers' Committee for Legalize Love	UCLA Labor Center
Alterna	Free Press	Lubbock Pride Fest	UFCW 324
AlterNet	Gay.net	LULAC	United For Respect
America Votes	Georgia Immigrant & Refugee Rights Coalition	Making Change at Wal-Mart	United For Social Justice
AOL Latino	Georgia Immigrant Rights Coalition	MAPA	United We Dream
Applied Research Center	Georgia Latino Alliance for Human Rights	Michigan Forward	USC Immigration Studies
BASTA	GLAAD	MoveOn	Veterans for Rethinking Afghanistan
Center for Community Change	GoodJobs LA	NAACP	Voto Latino
Center for Social Inclusion	Grassroots Leadership	National Council of La Raza	Wal-Mart Watch
CHIRLA	Hermanidad Mexicana	National Hispanic Media Coalition	
CityHood For East Los Angeles	HispanicLA	Occupy LA	
Civil Rights Under Law	Huffington Post- Gay Voices	People for the American Way	
ColorLines			
colorofchange.org			

# STATEMENT OF ACTIVITIES

\*These are unaudited numbers

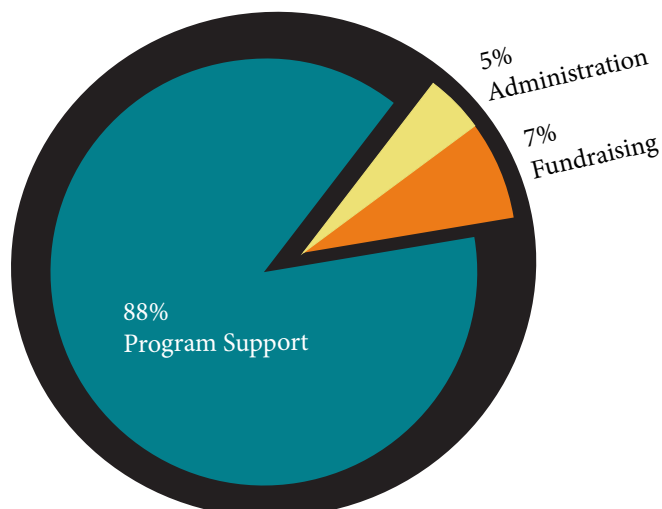
## Income

Foundation Grants	\$1,186,500
Major Gifts	789,000
Online Donations	292,000
Organizational Work	468,500
<b>Total</b>	<b>\$2,736,000*</b>



## Expenses

Program Support	\$2,371,862
Administration	125,500
<u>Fundraising</u>	<u>194,500</u>
<b>Total</b>	<b>\$2,691,862*</b>



# THE YEAR IN IMPACT

**LIST** Facebook users and email subscribers

1.5 MILLION

**VIEWS & IMPRESSIONS**

on YouTube and Facebook in 2011

39.9 MILLION

**PRESS**

MEDIA REACH 1.6 BILLION

INCLUDING:



THE HUFFINGTON POST

Forbes

Nation.

The New York Times  
Expect the World®



POLITICO

Mother Jones

theguardian

50

TV MENTIONS

170

PRESS PIECES

9

RADIO HITS

**VIDEOS**

184 VIDEOS  
PRODUCED  
IN 2011



#1 MOST  
VIEWED  
NONPROFIT  
ON YOUTUBE



## vision

Our vision is an open democratic society that encourages rigorous debate, opportunity and justice for all

## mission

Our mission is to champion social justice issues by using a model of media, education, and grassroots volunteer involvement that inspires, empowers, motivates and teaches civic participation and makes a difference

### Board of Directors

Lawrence Lessig, Board Chair - Robert Greenwald - Katrina vanden Heuvel - Dolores Huerta - Madeline Janis - Irene Romero



[www.bravenewfoundation.org](http://www.bravenewfoundation.org)

10510 Culver Blvd, Culver City, CA 90232

Brave New Foundation is a nonprofit 501(c)3 organization and your donation is tax deductible.