

# BRAVENEW FOUNDATION



Annual Report 2010

Fighting To End  
Our Wars

Promoting Latino  
Rights & Culture

Defending Our  
Environment

Promoting Civic  
Engagement

Cuéntame

Power Without  
Petroleum

Rethink  
Afghanistan

Telling our  
Soldiers' Stories

Creating Dialogue

Working for  
Workers Rights

Empowering  
the Audience

16 Deaths  
per Day

Brave New  
Conversations

In Their Boots



# Impact

\Im`pakt` \ n.

1. The effect or impression of one thing on another
2. The power of making a strong, immediate impression

As in:  
Brave New Foundation,  
Creating Media That Makes an Impact



**The vision** of Brave New Foundation is an open democratic society that encourages rigorous debate, opportunity and justice for all.

**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 that makes a difference.

## Letter From JIM MILLER

### Executive Director, Brave New Foundation

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Dear Friends –

Thank you once again for helping us reach new heights as we continue to expose the truth around important issues such as worker rights, the war in Afghanistan, what happens to Service members once they return from the war and Latino issues.

I enjoy reading e-mails from our supporters and the comments made on our websites and Facebook pages. The actions you have taken and the stories that you have shared with us, help to motivate us to do better work. When our staff gets together for our weekly meetings to talk about which projects we should take on, it is the passion and stories of our supporters that help to guide our choices. This passion, in turn, incites the staff to tackle an issue.



This was the case with our project *Cuéntame*, which is the brainchild of two of our staffers who felt that we weren't doing enough for our Latino supporters. They also saw an opportunity to bring in a multi-cultural audience around the issue of racism. What began as a conversation about instances of racism at Tea Party rallies has grown into a diverse forum for current issues as well as cultural ones. The series "iMusica!" and "Latino Voces" are introducing the *Cuéntame* audience to Latino icons as well as new artists. The project has succeeded in creating a virtual community where participants can interact with each other immediately. Already, *Cuéntame* followers have created 16 local chapters in cities across the country!

Over the past three years we have presented the series *In Their Boots*, which tells the stories of Iraq and Afghanistan Service members and what happens when those troops come home to America. We were honored to work with over 50 organizations including Jacob's Light Foundation, Swords to Plowshares and ONE Freedom, who work with our brave men and women every day to make certain their ailments are taken care of. There is still so much work to be done and although we won't be producing any more episodes in this series, the [www.intheirboots.org](http://www.intheirboots.org) site will still be active so that our audience can continue to learn and provide support for these worthy organizations.

As 2011 begins, we are still at war in Afghanistan. Two years ago, we started our *Rethink Afghanistan* project. At that time, we lost significant funding from a wide array of donors. Now, after working to get the message out to the mainstream media and bloggers, and with your help with spreading the information to friends and family, we feel we are helping to make a difference. We are not taking full credit for this, but I am happy to report that over 70 percent of Americans feel we need to leave Afghanistan, and leave at a quicker pace than outlined by our government.

We hope that this New Year brings us success with our projects. It has been a pleasure working with such a creative and passionate staff. It has also been a pleasure hearing from all of you. Thank you for participating with us to create media that makes an impact! Together we will make a difference.

Best,

Jim Miller

## Letter From ROBERT GREENWALD President, Brave New Foundation

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Dear Friends –

2010 was a very complex and unsettling year for social issues. The environment to educate and inform became more toxic than anyone thought possible. The anger and rage ran wild. With many Americans in great pain as they lost jobs, homes and retirement plans, that pain has all too often turned into a mindless lashing out.

At Brave New Foundation we work hard to use our ability to craft stories that will inform, motivate and create change. We are proud to have seen our *Cuéntame* project become the largest Latino-oriented page on Facebook with over 35 million impressions and 70,000 comments! The pieces we created helped fight back against the hate mongers who were demonizing Latinos. We produced 193 videos around political issues, education, culture and music.



*Rethink Afghanistan* flowered and flourished. People all over the country, as well as in the media, looked to us as an outlet for activism that was free of partisan politics and utilized our expertise on the cost of war and abuse in Afghanistan. We successfully distributed Flip Cams (with instructions in Pashtun) to Afghans in the provinces, who have since filmed amazing and painful footage documenting electoral abuse and civilian casualties.

We have seen more people change their opinion from the “right war,” to “end the war.” There is much work ahead, and as the July withdrawal date approaches, we have a major task taking on the Pentagon’s hundred million dollar propaganda machine.

*In Their Boots* finished an amazing 3 years. We received a grant to tell the story of what happens when troops come home and found courageous, heartbreaking and inspiring stories from women, men and families. We lived with them, we told their stories and we received extraordinary press.

Brave New Foundation produced numerous other videos and campaigns, including *16 Deaths Per Day*, telling personal stories that reverberate and motivate people to take action. Your support makes this all possible. We have big plans for the year ahead and look forward to continuing to create media that makes an impact.

Thank you!



Robert Greenwald





# Power Without Petroleum

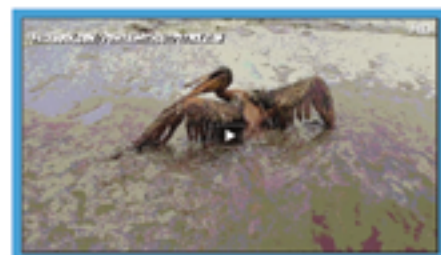
In the aftermath of the BP oil rig disaster in the Gulf of Mexico that caused unprecedented environmental destruction and exceptional economic harm, Brave New Foundation launched *Power Without Petroleum*; a campaign designed to activate and motivate people to take action toward a clean energy economy. *Power Without Petroleum* is made up of three videos and corresponding petitions, each focusing on a different aspect of America's oil dependency - including Big Oil lobbying, the opportunity in renewable energy jobs and potential future oil-related disasters. *Power Without Petroleum* inspired individuals to demand a cleaner, more sustainable future that will provide more jobs and less pollution.

# 1

## DRILL BABY DRILL

BP caused unprecedented environmental and economic harm in the Gulf. Yet they continue to push for more irresponsible drilling through their shameless lobbying and political bribes. We insisted the bribes stop and demanded they give us clean energy.

WE PUSHED BACK AGAINST THE MEDIA GAMES AND MANIPULATIVE POLITICAL AGENDAS

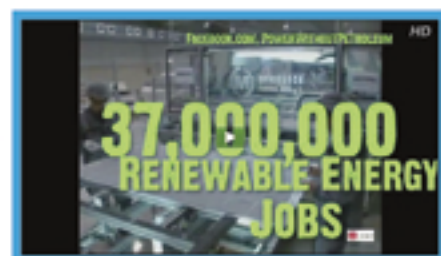


# 2

## STUCK ON STUPID: BIG OIL SAYS NO TO GREEN JOBS

Big Oil has destroyed our environment and is putting Americans out of work. Our future lies with the creation of green jobs that will provide for a more sustainable and innovative economy.

WE INSPIRED INDIVIDUALS TO DEMAND CONGRESS ACT ON GREEN ENERGY SOLUTIONS



# 3

## DANGEROUS DRILLING: BP IS AT IT AGAIN

Despite the catastrophe in the Gulf, BP is continuing with a controversial project to drill in the Arctic. Federal regulators even allowed BP to write its own environmental review for the project.

WE INSISTED SECRETARY OF THE INTERIOR, KEN SALAZAR, STOP THIS DISASTER BEFORE IT HAPPENS



## Results

# 300

THOUSAND  
IMPRESSIONS

# 21,000

 MONTHLY  
ACTIVE USERS

# 57,000

 PETITION  
SIGNERS

# In Their Boots



Over the last three years, we have produced a series of non-partisan, mini-documentaries addressing the impact of the wars on our troops, their families and our society as a whole. With grant support from IADIF we have been able to successfully document and distribute stories on the human cost of the wars; stories that aren't being dealt with in the mainstream media. Our shows can be viewed at: [www.intheirboots.org](http://www.intheirboots.org).

## HEALING HEARTS AND MINDS

Healing Hearts and Minds presents the work of the Coalition of Iraq and Afghanistan Veterans, an association devoted to healing the impact of a nation at war. The film looks at five of the Coalition's partners that are part of our nation's dedicated non-profit support network: the Armed Service YMCA, Operation Homefront, Swords to Plowshares, ONE Freedom and TAPS.



## OTHER THAN HONORABLE

Three Iraq Veterans charged with various criminal infractions struggle to complete an 18-month long, intensive Veterans Court Program in Orange County, California, or be subject to prison sentences.

## OPERATION IN THEIR BOOTS

Operation In Their Boots (OITB) is a unique filmmaking fellowship in which Brave New Foundation commissions five veterans from the wars in Iraq and Afghanistan to produce and direct their own documentaries. The films reflect a range of styles, tone and point-of-view and allow the filmmakers to express what it's really like to be *In Their Boots*.



"The Guilt" - produced and directed by Clint Van Winkle. Two Marine Veterans of the Iraq war try to help a fellow Veteran who is tormented by survivor's guilt as a result of the battlefield death of his best friend.

"No Religious Preference" - produced and directed by Kyle Hartnett. An Afghanistan war veteran confronts his inner struggle with prejudice toward Islamic-Americans. To work through his prejudice, he sets out to meet Islamic veterans of the U.S. armed forces.

"Enduring Erebus" - produced and directed by Tristan Dyer. Four Iraq and Afghanistan war veterans self-medicate to escape their horrifying wartime memories. But instead of healing their wounds, they find themselves in cycles of drug and alcohol abuse.

"The Academic Front" - produced and directed by Chris Mandia. Two Iraq war veterans struggle to adjust to life on a college campus while grappling with their battlefield experiences.

"Rudy Reyes, The Way of the Warrior" - produced and directed by Victor Manzano. Marine Special Forces veteran, Rudy Reyes, fights to overcome the personal demons that led him to the military where he was trained to carry out special wartime missions that compound his torment.

**OUR PARTNERS :** National Veterans Foundation • Soldiers Angels • Disabled American Veterans • Salvation Army, Southern California Division • LAVAA • New Directions • Soldiers Project • U.S. Vets • Military Women in Need • Operation Homefront • Swords to Plowshares • Project: Return to Work • Winter Sports Clinic • Armed Services YMCA- San Diego • Armed Services YMCA • ONE Freedom • American Pain Foundation • National Military Family Association • Vets4Vets • Our Military Kids • Fisher House Foundation • CAUSE (Comfort for America's Uniformed Services) • TAPS (Tragedy Assistance Program for Survivors) • Texas Association Against Sexual Assault • RAINN (Rape, Abuse and Incest National Network) • Campus Progress • Progressive Democrats of America • Young Democrats of America • California Council of Churches • Young People For Progressive Christians Uniting

## Results

**165,543** UNIQUE VISITORS TO THE WEBSITE

**1MM** VIEWS OF THE EPISODES AND 'REAL STORIES'



**15**

PBS CHANNELS AIR ITB NATIONALLY

[= **48%** OF THE COUNTRY]





# 16 Deaths Per Day

We launched our first workers' rights campaign in 2009 with support from the Public Welfare Foundation. Through *16 Deaths Per Day* (<http://16deathspersday.com/>) we have

produced a series of educational awareness videos that have helped garner national attention for workers' health rights and the need for OSHA reform. Our videos have been shown at worker health conferences throughout the country, including the National Worker Health and Safety Summit in Philadelphia, the National Action Summit for Latino Worker Health and Safety in Houston, and the California Wellness Foundation's Conference on Work and Health in Los Angeles.

Thanks to funding from The California Wellness Foundation, we have continued to research and develop a three-year campaign to raise public discourse about low-wage and immigrant worker health and safety. This campaign explores workplace safety from an environmental health and justice perspective. For our first series of this new campaign, we partnered with the California Healthy Nail Salon Collaborative to highlight the exposure of nail salon workers to toxic chemicals hazardous to their health. This campaign earned national press coverage and is leading the way for policy reform in San Francisco. Over the next two years, we will work with new campaign partners to bring the same attention to the health concerns of California's immigrant workers—such as car washers and farm workers.

## 16 DEATHS PER DAY ☠



### GOALS

1. Build public awareness of the health concerns of low-wage and immigrant nail salon workers.
2. Educate these workers on steps to take to protect themselves from hazardous salon products and advocate for their health rights.

### TOXIC TRIO OF CHEMICALS

- Formaldehyde: (in disinfectants) causes cancer and asthma
- Toluene: (in nail polish) affects short-term memory and is toxic to developing fetus
- Phthalates: (in nail polish) reproductive dangers/birth defects

“The video points out the sort-of unbelievable fact that federal regulations allow cosmetics manufacturers and nail salon owners to use unlimited amounts of virtually any ingredient in salon products, including chemicals linked to cancer, reproductive and developmental harm, hormone disruption and other adverse health effects.” - Peter Rothberg at *TheNation.com*

## Results



**79.6** MILLION  
PRESS REACH

**35,600** YOUTUBE  
VIEWS

**610,000** FACEBOOK  
REACH

# Rethink Afghanistan



In 2010, *Rethink Afghanistan* was successful in driving a sea-change in public opinion on the Afghanistan War. In 2009, we laid the intellectual groundwork for opposition to the war with our documentary film, *Rethink Afghanistan*. This year, the campaign took our case against the war to a larger audience via short online videos and social media. Through original content, media savvy and creative activism, *Rethink Afghanistan* has played a major role in turning the majority of the American people decidedly against this brutal, futile war.



## Holding the Pentagon Accountable

Our work has been essential in countering Pentagon war propaganda and exposing civilian casualties denied by U.S. and NATO forces. With our network of bloggers, independent reporters and other contacts in Afghanistan, we were able to obtain exclusive evidence of civilians killed by U.S. forces in Gardez and Sangin districts, exposing cover-ups perpetrated by forces responsible for the killings. We also played a lead role in pushing back against the Pentagon's month-long media blitz initiated when General Petraeus took over for disgraced General Stanley McChrystal.



## The True Costs of War

We have worked to keep the costs of the war, both human and economic, in the public mind. When U.S. casualties crossed the 1,000 mark, *Rethink Afghanistan* produced a short video marking the grim milestone. It was featured prominently on the front page of The Huffington Post and we encouraged our supporters to post the video on the White House's Facebook wall.

On Tax Day and "Trillion Dollar Day (the day the cost of the wars in Iraq and Afghanistan passed \$1 trillion)," we produced videos exposing just how much we're paying for these wars. Each video was paired with an online action. For Tax Day, users could submit photos of the needs of their community that they'd rather spend money on. For Trillion Dollar Day, we created a Facebook app that let people see what we could have bought for a trillion dollars.



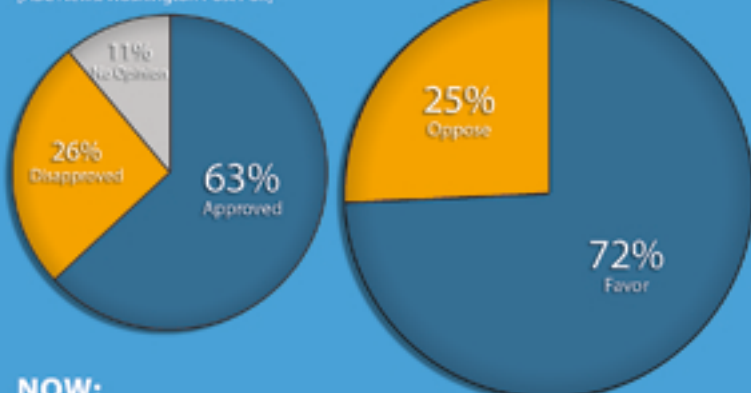
## Braving Dangers on the Ground

Led by Anita Sreedhar, our team of producers, bloggers, and independent journalists in Afghanistan work tirelessly and put themselves at risk to get the truth out about the Afghanistan War. Armed with simple flipcams and their own ingenuity, they face suspicious military officials and corrupt Afghan bureaucrats, not to mention the ever-present danger of violence in a war zone. They go into the most dangerous areas of the country, and some of them have even been caught and questioned by the Taliban. It's dangerous and expensive work, but it's absolutely essential in the movement to end the war. The phenomenal work done by Anita's team is even more remarkable considering many major news companies often maintain only one correspondent in Kabul.

## Results

### THEN:

In April 2009, 63% of Americans approved of the way President Obama was handling the situation in Afghanistan. [ABC News/Washington Post Poll]



### NOW:

72% of Americans favor Congressional action to speed up troop withdrawal from Afghanistan. [USA Today/Gallup]

710,000 YOUTUBE VIEWS

30 MILLION IMPRESSIONS

210 PRESS HITS IN 2010

53,000 FACEBOOK FANS <sup>6</sup>

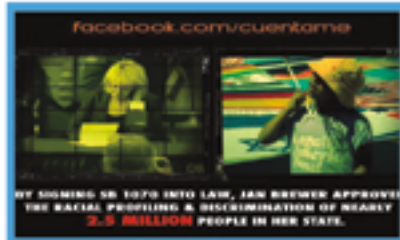




# Cuéntame

In 2010 we launched Cuéntame ([www.facebook.com/cuentame](http://www.facebook.com/cuentame))- a groundbreaking social and multi-media campaign to educate and activate people around Latino issues, migrant rights and immigration reform. To challenge a growing anti-Latino/anti-immigrant movement, we developed Cuéntame so that individuals can connect and engage with fellow Facebook fans, activists, artists, bloggers, public figures, musicians and more. Through video exposés, documentaries, and provocative interviews, we inform and build a vibrant community able to organize around key social issues. Cuéntame has created a new wave of social media activism that challenges traditional methods of political engagement and organizing.

Cuéntame was made possible in part by a grant from the Ford Foundation



## DO I LOOK ILLEGAL

*We helped build support for the courts to strike down the worst parts of Arizona's racist anti-immigration legislation SB1070*

- 30 videos produced, 5 Million impressions
- Distributed 5,000 'Do I Look Illegal' shirts
- Included Latino stars such as Martin Sheen, Tony Plana, Hector Elizondo and more!
- Created a billboard in Phoenix, AZ that was a world-wide media magnet



## MUSIC SERIES

*Partnered with National Records to combine Latino Politics and Music*

- 5 Videos produced
- 500,000 impressions
- 30,000 song downloads
- Produced a FREE album with major Latino bands such as Manu Chao and Jaguares



## DREAM ACT

*We are documenting the actions that many Dreamers around the country are courageously taking to make the Dream Act a reality*

- 10 Videos produced, 1 Million impressions
- National attention and media coverage
- Partnered with National Network of Dreamers



## LATINO VOCES (LATIN VOICES)

*A series featuring community leaders, professionals, families, spoken word artists, athletes and other individuals that examines basic issues:*

- Highlight the work of immigrants and the contribution of Latino culture to society
- Education: focusing on educational opportunities for migrants and the Latino community delivered by professionals in each field. This is aimed at young Latinos and hopes to inspire them to find new opportunities both in urban areas and border towns



## Voter Registration and GOTV

*Cuéntame was responsible for driving over 90% of Voto Latino's voter registrations in New York and California!*

- 20 Videos produced, 2 Million impressions
- Created widely distributed voter guide
- Coverage in every major Latino news outlet

## Results

**LARGEST**  
LATINO FACEBOOK PAGE

**150,000** EMAIL LIST  
**50,000** FACEBOOK MEMBERS



**91.2** MILLION PRESS REACH

**70,000** FACEBOOK COMMENTS



**193** VIDEOS PRODUCED

# Brave New Conversations

In *Brave New Conversations*, we bring progressive activists and artists into our studios for an intimate one-on-one chat; the voices not normally given a platform by mainstream media, or those who have something to say that mainstream media doesn't really want to hear. We have continued our *Brave New Conversations* series since 2009 because we know that to create a just world, progressive voices must be heard. These episodes, released this year, are available at: [www.bravenewconversations.com](http://www.bravenewconversations.com).



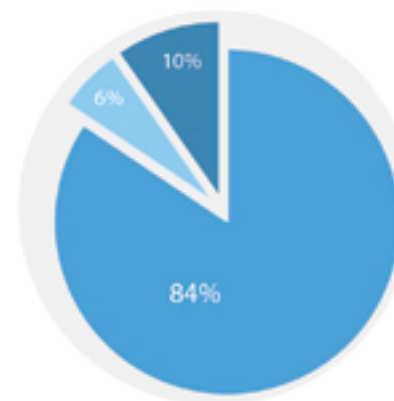
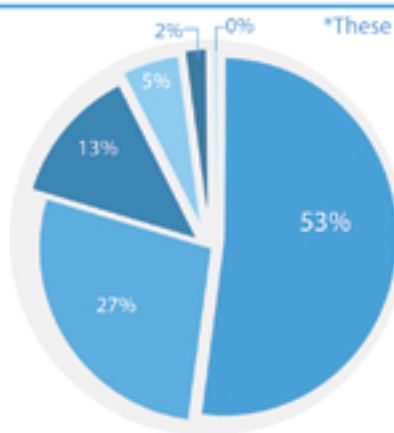
## Statement of Activities

### INCOME

Foundation Grants	\$1,665,089
Major Gifts	\$875,000
Email List	\$401,780
Organizational Work	\$175,000
DVD Donations	\$62,000
Interest Income	\$4,684
<b>Total</b>	<b>\$3,183,553</b>

### EXPENSES

Program Services	\$2,504,126
Supporting Services:	
Admin and General	\$174,977
Fundraising	\$284,748
<b>Total</b>	<b>\$2,963,851</b>





## THE YEAR IN IMPACT

L  
I  
S  
T

# 1.5MM

OUR LIST: 1.3MM EMAIL +  
200K FACEBOOK



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YOUTUBE VIEWS OF OUR  
VIDEOS IN 2010

# 5,710,212



TOTAL VIDEO  
VIEWS EVER

# 56MM

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# 447

VIDEOS PRODUCED IN 2010



58 PRESS 193 CUÉNTAME 82 FOUNDATION 83 RETHINK AFGHANISTAN 31 OTHERS

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# 293,746,000

MEDIA  
REACH

# 435

PRESS  
HITS

352  
PRINT PIECES

60  
TV MENTIONS

23  
RADIO HITS



INCLUDING:

YAHOO!



MSNBC

AOL



The New York Times

CNN

THE HUFFINGTON POST

USA TODAY



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