

STORIES

BRAVENEW
FOUNDATION

BRAVENEW
FOUNDATION

Annual Report 2007

MEDIA

ACTION

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

Brave New Foundation
10510 Culver Boulevard
Culver City, CA 90232
(310) 204-0448
www.bravenewfoundation.org



The vision

of Brave New Foundation is an open democratic society that encourages vigorous 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 and makes a difference.

Dear Friends,

Thank you for your support of Brave New Foundation.

The goal of Brave New Foundation is to apply our experience in producing documentaries to create a more just and democratic society. Using new media and state-of-the-art technology we want to build a diverse community – amongst our staff and with our partners – that will inspire and mobilize all walks of life. We want to champion the little guy, take on “goliath” issues, and make a difference.

Dedicated donors have made it possible for us to make great headway in accomplishing these goals. We have created a fellowship program that offers young people a way to enter the world of progressive media. We have established Brave New Theaters as a hub for socially responsible film and distributed our documentaries nationwide and internationally for educational purposes. We have also taken advantage of this unique historical moment and the revolution in new media to create and distribute strategic campaigns on critical social issues.

With your support, Brave New Foundation will continue to expand and will take on new issues like immigration, prison reform, economic disparity, health care and more. We look forward to exciting challenges in the coming year and working with you to create a more just and equitable society.

Sincerely,

A handwritten signature in black ink, reading "Robert Greenwald".

Robert Greenwald
President





Dear Friends,

Thanks to the support of our donors, viewers, and staff, it has been a banner year for Brave New Foundation. Since we started two years ago, the Foundation has significantly increased its staff, resources, reach, and impact. Advances in new media have further increased our capacity to engage diverse groups and address a range of social justice issues.

When we launched our **Issue Campaigns** in April, our lofty goal was to have them viewed 2 million times – a high number compared to other advocacy videos. In fact, however, by year's end, our campaigns had been viewed over **10 million** times. They also resulted in action – on issues including the Iraq War, Economic Disparity, Government Corruption and Equal Rights.

Much of my time is spent talking with leaders of groups across the country to help get their messages out. This past year we worked with a record number of new groups and a total of **112 organizations**. Strategic partners such as Sierra Club, Center for Social Inclusion, Media Matters and ColorofChange.org, worked closely with us to get the word out and turn awareness into advocacy and activism.

This was the second year of the program which has now been dubbed the **Brave New Fellowship**. While learning progressive media, four Fellows were paid stipends (including health and dental benefits) through a fund established by a few of our generous donors. Two have stayed on to become full-time employees. I am happy to report that the program has been fully funded for another year!

This year we developed the **Iraq War Memorial**, and **Brave New Theaters** continued to help documentary filmmakers distribute their social justice films. We also continued to support high school and college education programs with media materials.

All of this work could not have been done without the generous contribution of individual donors and foundations alike. Thank you for supporting us this past year. We look forward to continuing to make a difference by bringing important issues to light throughout 2008.

Best,

Jim Miller
Executive Director



4

“Working at Brave New Foundation was a great opportunity to use cutting edge media and distribution strategies to help educate and motivate people to fight for democracy.”
– Khompiew Ounniyom

“Being actively engaged in various campaigns as a team member of Brave New Foundation allowed me to gain a better understanding of how to bring together volunteers, bloggers, and new media to create successful strategies that increase visibility and enhance networks of social justice groups.”
– Denise Lopez



BRAVE NEW FELLOWSHIP

The Fellowship is a political and creative training program for talented young people of color. Each year, four fellows are provided with an opportunity to work with experienced staff at Brave New Foundation producing online videos and implementing new methods of outreach and organizing.

The 2007 Fellows ranged in age, race and ethnicity. One was born in a refugee camp in Laos, another in Kabul, Afghanistan, while another hailed from Indianapolis. Each came to Brave New Foundation to be exposed to the world of investigative journalism, new media, and state-of-the-art distribution strategies.

In addition to learning teamwork and acquiring valuable experience in the non profit sector, Fellows worked on a number of campaigns. In doing so, they learned technical production and post-production skills such as research, camera, sound, lighting, composition, Final Cut Pro, and media management.

With Brave New Foundation’s support, the Fellows produced, directed, shot and edited their own video on immigration reform which can be seen at <http://www.bravenewfoundation.org/fellowship.php>. This video, which focused on stories told by students about their struggles of being undocumented, brought a different voice to the immigration reform debate.

One of these young people has been hired by Brave New Foundation to stay on as an Associate Producer conducting research and coordinating shoots. We also hired a 2006 Fellow to serve as Assistant Editor. The other Fellows have moved on to other organizations where they will share their media experiences with the progressive movement.

BRAVE NEW THEATRES

Brave New Theatres is a website that brings together a global network of documentary filmmakers with screening hosts so socially-motivated films can reach more people. It also provides the tools and infrastructure to help filmmakers organize, educate, empower, inspire and turn their audience into activists. In essence, Brave New Theaters offers the distribution method that has made the documentaries of Brave New Films a success.

In 2007, Brave New Theaters facilitated 1,547 screenings for the 189 films currently on the site. Some of the most popular films included “American Blackout” (black voter disenfranchisement in the 2004 elections), “9/11 Press for Truth” (the perspective of 9/11 families), “War Made Easy” (50-year pattern that has dragged the United States into war), “The Ground Truth” (young Iraq veterans) and “Sir, No Sir” (the GI peace movement during Vietnam war).



“Up until now there have been independent movies, but not really truly independent distribution. Now [Brave New Theaters] has revolutionized that.... [They] got us this network of grassroots activists and these organizations that helped us get screenings all across the country, in movie theaters, in libraries, in civic centers, at house parties.”
– Ray Nowosielski, Director

“We [knew] we were going to need a partner to get the film out to other people. We’d always wanted people to have community screenings and house party screenings of the film, but we knew that we needed a way to organize those things, and we needed an infrastructure for people to plug into... So it was kind of a ‘no-brainer’ for us to choose Brave New Theaters.”
– Anastasia King, Producer



THE IRAQ VETERANS MEMORIAL

The Iraq Veterans Memorial is an online war memorial that honors the members of the U.S. armed forces who have lost their lives serving in the Iraq War. The Memorial is a collection of video memories from the family, friends, military colleagues, and co-workers of those that have fallen. By watching the videos, viewers have the opportunity to learn about these heroes from those who knew them best. **Dozens** of family members have contributed videos to the memorial and laptop vigils were held in **cities nationwide**.

<http://iraqmemorial.org/>

PATRIOTS AGAINST WAR PROFITEERING

Patriots Against War Profiteering is a program that enables free copies of the 'Iraq For Sale: The War Profiteers' DVD to be delivered to schools, libraries, and community groups across the country as well as to active military around the world. Through the generous donations of several patriots we have been able to send out **over ten-thousand** free DVD's.

<http://www.bravenewfoundation.org/pawp.php>

ISSUE CAMPAIGNS

Utilizing a model of education, grassroots volunteer involvement and interactive technology, Brave New Foundation has created a unique system of alternative media distribution designed for long-term impact and sustainability. Through strong narratives and strategic partnerships with **over one-hundred organizations** we have produced internet video campaigns that help change perceptions and build social movements.

Each Brave New Foundation campaign consists of a short compelling video, a website with background information on the issue, a coalition of groups pushing the issue out, bloggers, and press outreach. The campaigns also provide concrete steps the public can take to help shift attitudes and make a difference.

Partner organizations have included churches, youth groups, national advocacy associations, and local grassroots groups. Through these partnerships and our network of more than **2,400 volunteer "field producers"** we have reached a wide and diverse audience that includes young people, African Americans, Latinos, business leaders, veterans, and many others. Our work has been covered in newspaper articles, television shows, magazine articles, blogs, and radio shows including ABC, NBC, the Tavis Smiley Show (PBS), Air America, NPR, Daily Kos, Huffington Post, and Alternet. In fact, our videos had over **10 million views** during 2007. Our e-mail list has more than doubled to almost **400,000 active members** who are ready to make a difference.



The following are some of our issue campaigns:

- **When the Saints Go Marching In.** This campaign, produced with the **Center for Social Inclusion**, exposed the realities of tens of thousands of families still living in temporary FEMA apartments and trailers two years after the devastation of Katrina. The campaign was viewed **over 100,000** times and motivated **122,000** people to sign a petition in support of Senate Bill 1668: The Gulf Coast Recovery Act.

<http://whenthesaints.org/>

- **Lift the Ban.** "Don't Ask, Don't Tell, Don't Pursue, Don't Harass" is the only law in the land that authorizes the firing of an American for being gay. Brave New Foundation's campaign with the **Servicemembers Legal Defense Network** raised awareness about this prejudiced law and how it has resulted in the firing of much-needed qualified Arabic Linguists. The campaign was viewed **over 109,000** times.

<http://www.sldn.org/templates/index.html>

- **Heckuva Job DHS! 5 Years of Corporate Cronyism.** Brave New Foundation provided visual documentation of the Department of Homeland Security's (DHS) mismanagement, excessive spending, criminal conduct and shady no-bid contracts in its campaign with **Citizens for Responsibility and Ethics in Washington (CREW)**. The campaign was viewed **over 24,000** times.

<http://www.homelandsecurityforsale.org/>

- **Mother's Day and Father's Day for Peace.** These campaigns with **No More Victims** featured real people and celebrities like Vanessa Williams, Gloria Steinem, and David Arquette. The campaigns were viewed **over 207,000** times and raised **over \$68,157** to bring two young Iraqi victims to the United States for critical medical treatment.

<http://mothersdayforpeace.com/> and <http://fathersdayforpeace.org/>

- **Tell us the Mission.** Four years after President George W. Bush gave his infamous "Mission Accomplished" speech, nationally renowned spoken word artist Steven Connell asks what exactly has been accomplished in Iraq. This campaign has been viewed **over 130,000** times and garnered thousands of petitions asking Congress to fly the flag at half-staff whenever an American service member dies at war.

<http://tellusthemission.org/>



"Thanks to Brave New Foundation, leaders in New Orleans have been given a valuable tool and important national support to demand that elected officials protect their right to return and rebuild their communities in New Orleans."

– Maya Wiley, Director,
Center for Social Inclusion

BRAVE NEW FOUNDATION PARTNER ORGANIZATIONS

- Acorn
- Advancement Project
- AlterNet
- America Votes
- American Family Voices
- American Friends Service Committee (AFSC)
- Amnesty International
- Arizona Inter-Tribal Veterans Association
- Business Leaders for Sensible Priorities
- Buzzflash
- California Council of Churches/ California Church IMPACT
- Campaign for America's Future
- Campus Progress
- Center for American Progress
- Center for Corporate Policy
- Center for Media and Democracy
- Center for Progressive Leadership
- Center for Social Inclusion
- Citizens for Responsibility and Ethics in Washington (CREW)
- Coalition Against Militarism in Our Schools
- CodePink
- ColorOfChange.org
- Corp Watch
- Council on American-Islamic Relations (CAIR)
- Creative America Project
- Democracy Cell Project
- Democracy for America (DFA)
- Democrats.com
- Displaced Films
- Drinking Liberally
- Drum Major Institute
- Ella Baker Center for Human Rights
- Episcopal Peace and Justice Ministries
- Equality California
- Faithful America
- Faith in Public Life
- Faith Voices for the Common Good
- Feminist Majority
- Free Press
- Free Speech TV
- GI Special
- Global Exchange
- Gold Star Families For Peace
- Gold Star Families Speak Out
- Gold Star Wives of America
- Greater New Orleans Fair Housing Action Center
- Human Rights First
- Human Rights Watch
- Institute for Policy Studies (IPS)
- Institute on Race and Poverty
- Interfaith Center on Corporate Responsibility (ICCR)
- Iraq Veterans Against the War
- Kirwan Institute for the Study of Race and Ethnicity
- Log Cabin Republicans
- Media Matters
- Methodist Federation for Social Action
- Metropolitan Community Churches
- Military Families Speak Out
- Mississippi ACLU
- Mocha Moms
- Mother's Day Radio
- MoveOn.org
- Moving Forward Gulf Coast
- Ms. Magazine
- National Alliance to Restore Opportunity to the Gulf Coast & Displaced Persons
- National Association of Latino Independent Producers
- National Council of Churches
- National Organization for Women (NOW)
- No More Victims
- North Texas Vets
- Operation Soldier Assist
- Oxfam America
- Peace Economy Project
- People for the American Way
- Plenty International
- ProgressNow
- Progressive Christians Uniting
- Progressive Democrats of America
- Progressive Jewish Alliance
- Progressive Majority
- Service Employees International Union (SEIU)
- Servicemembers Legal Defense Network
- Shalom Center
- Small Business Majority
- Social Investment Forum
- Social Venture Network
- Sojourners
- Soldiers' Angels
- Soldiers' of Today and Yesterday
- Stonewall Democrats
- Swing the State
- The Common Good
- The Nation
- Think New Orleans
- True Majority
- Unitarian Universalist Association of Congregations
- Unitarian Universalist Ministers' Association
- United Church of Christ
- United for Peace and Justice
- United Spouses Association
- Veterans for America
- Veterans for Peace
- Voters for Peace
- War Relief Kids
- War Resisters League
- Win Without War
- Women's Action for New Directions
- Working Assets
- Working Families Party
- World Can't Wait
- World Policy Institute
- Young Democrats of America (YDA)
- Young People For
- Young Progressive Majority



STATEMENT OF ACTIVITIES

For the year ending December 31, 2007
(unaudited)

INCOME

Donation Income	1,404,036
Subscriber Income	104,100
Interest	39,071

Total Income	\$1,547,207
--------------	-------------

EXPENSES

Program Services	1,114,407
Supporting Services	
Administrative & General	151,237
Fundraising	134,792

Total Expenses	\$1,400,436
----------------	-------------

TOTAL INCOME	\$146,771
--------------	-----------

THANK YOU TO OUR CONTRIBUTORS
AND SUPPORTERS

\$100,000 AND ABOVE

- Anonymous
- Bohemian Foundation
- Carsey Family Foundation
- Open Society Institute

\$50,000 AND ABOVE

- Rodgers Community Fund
- Tides Foundation
- Wallace Global Fund

\$20,000 AND ABOVE

- Arkay Foundation
- Alec Baldwin Foundation, Inc
- Federal Street Advisors
- Gill Foundation
- Glaser Progress Foundation
- Richard & Lois Gunther
- JKW Foundation
- Quinn Delaney & Wayne D. Jordan
- Dana & Larry Linden
- Lotus Foundation
- Luongo Living Trust
- McKay Foundation
- Stephen M. Silberstein
- Sagner Family
- Unitarian Universalist Veatch Program at Shelter Rock

\$10,000 AND ABOVE

- Anonymous
- Boston Foundation
- Thomas and Noel Congdon
- French American Charitable Trust (FACT)
- Lawrence Hess
- Arnold S. Hiatt
- Joseph & Jacqueline Kirshbaum Memorial Fund

- Lear Family Foundation
- Liberty Hill Foundation
- Arthur Lipson and Rochelle Kaplan
- Nation Institute
- Samuel and Helene Soref Foundation
- Ellen & Steve Susman, Susman Family Foundation
- Dr. and Mrs. Philippe Villers

\$5,000 AND ABOVE

- Angelica Foundation
- Anonymous
- Ron and Frayda Feldman
- Friedman Fund
- Kieschnick Family Fund
- Mackenzie Community Foundation
- Stanley, Mandel & Lola, LLP

\$1,000 AND ABOVE

- Richard & Stacy Beale
- Blue Mountain Center
- Alan D. Breslauer Fund
- Earthways Foundation
- Gary David Goldberg
- Donna Mae Litowitz
- Carl B. Page
- Silicon Valley Community Foundation

UNDER \$999

- Anonymous
- Naiff J. Bethoney
- Barbra Buchanan
- 1989 Sheinbaum Trust



BOARD OF DIRECTORS

BOARD OF DIRECTORS

Robert Greenwald
 Paul Haggis
 Rick Jacobs
 Lawrence Lessig
 Irene Romero
 Katrina vanden Heuvel

STAFF

Robert Greenwald, *President*
 Jim Miller, *Executive Director*
 Leda Maliga, *Director of Production*
 Jim Gilliam, *Director of Strategy*
 Devin Smith, *Vice President of Operations and Development*
 Leighton Woodhouse, *Communications Director*
 Christopher Sprinkle, *Story Producer*
 Paris Marron, *Story Producer*
 Jason Zaro, *Co-Producer*
 Ruth Cuevas, *Associate Producer*
 Jesse Haff, *Web Producer*
 Lissette Roldan, *Editor*
 Bill Dewald, *Assistant Editor*
 Phillip Cruess, *Assistant Editor*
 Daniel Castillo, *Assistant Editor*

FELLOWS

Erikka Yancey
 Khompiew Jim Ounniyom
 Denise Lopez
 Jewel Edward Love

Please watch this DVD

and see first-hand the work of Brave New Foundation.