

footage

Raising Voices to Elevate Lives

Annual Report 2020

footageproject.org

We are on a mission,

raising **voices**
to **elevate** lives

through creative research,
media arts, and the science of

storytelling.

Dearest Supporters,

Thank you for your immeasurable kindness, unyielding constancy and generosity, for your own grit and resilience. Thank you for keeping us going, when so many of you are working to keep yourselves going, for seeing the vital importance of our mission when there are so many urgent causes to support. Thank you for amplifying your care, when entrenched systemic racism and inequities are being pushed into relief as COVID-19 ravages communities of color and those already so acutely disenfranchised, and when the world is seeing a horrific exponential increase in gender-based violence (GBV).

Throughout one of the most challenging years, you kept showing up. Throughout this year, your compassion held firm, and because of you, we persevered, magnifying your giving through our unrelenting work. As the world shutdown, we stayed open to:

- Conduct storytelling workshops in Rajasthan, India (in-person before the onset of COVID-19) for local girls and women during the [Utsava Maa](#) festival and for powerful young people at [Indiability Foundation's](#) partner SKSN Residential School for the Physically Challenged.
- Expand our award-winning [Girl-talk-Girl](#) program to Kazakhstan, where with our partner [Rodnik](#), we worked with courageous young women, including survivors of trafficking and violence. [Read one testimonial here.](#)
- Complete a major award from the U.S. Embassy Moscow, implemented by [Eurasia Foundation](#), providing [WebinHERS](#), leading-edge webinars on GBV, equality, and wellbeing across Russia and the U.S. Read about the impact here.
- Receive our seventh Public Diplomacy Program Award from the U.S. Department of State to build and provide our newest program [PowerTools](#), consisting of training on Footage's impact-driven storytelling methodologies across Russia's Core Region and Siberia in 2021.
- Conceive and nurture a dynamic internship program, welcoming to Footage a group of outstanding, dedicated young women representing an array of universities, disciplines, and countries. [Read about the 2020 Interns here.](#)



- Grow our network. In a powerful example, this year we partnered with [When We Band Together \(WWBT\)](#) and other organizations with the aim of piloting our StrengthIN program at WWBT's [David Schultz Sports, Arts & Wellness Center for Humanity](#) at Moria Refugee Camp in Lesvos, Greece, in 2021.
- Persist determinedly in our activism through various powerful intern-driven initiatives, including our “Her Journey, Her Story, Her Identity” campaign, elevating the voices of the world’s most forgotten young women ([see one interview here](#)), sharing stories on the mighty [SayItForward.org](#) platform, disseminating our impact in numerous [publications](#), providing such resources as an [expert interview](#) during the 16 Days of Activism Against GBV, and our [Footage:Advocacy](#) series.

For more than a decade, we have been unwavering in our tenacious commitment to the power of compassion, to advancing connection as a basic human need, to fostering deeply caring and safe communities, to promoting participation and radical forms of equity which demand change at the root, and to voice—to the unequivocal impact of being seen and heard. We are an organization built with you and with your determination to see a better world.

Yours,

Dr. Kristen Ali Eglinton
Executive Director, Co-Founder



Program Expansion

WebinHERS

Throughout 2020, our [WebinHERS](#) project used technology to connect U.S. American and Russian young women and professionals who work with them in dialogue on GBV. We did this through interactive webinars, which we created based on human-centered design (HCD) research conducted with hard-to-reach young women and grassroots organizations across both countries. WebinHERS was funded by a Peer-to-Peer Dialogue Program Award from the U.S. Embassy in Moscow and implemented by Eurasia Foundation.

What we accomplished:

- 81 individuals and 10 organizations participated in human-centered design research, sharing their voices, experiences, and perspectives.
- Six 90-minute webinars were designed and delivered to meet the needs of U.S. American and Russian young women and organizations working in the area of GBV, social inclusion, and equality.
- 236 webinar participants—representing a diversity of backgrounds, localities, and experiences—were empowered with trustworthy, relevant information and participated in dialogue.



WebinHERS

Outcomes & Impact

Evaluations demonstrated:

- An increase in leadership, social connectedness, and equality (e.g., “being heard”) among young women participants
- Sustainable links created between U.S. American and Russian organizations.
- An increase in cross-cultural understanding of GBV, equality, and social inclusion among all participants.

As a result of participating in WebinHERS:

83% of survey respondents reported having a greater sense of connection with young women across Russia and the U.S.

100% of survey respondents reported having a greater awareness of how organizations across the U.S. and Russia are advocating for young women affected by GBV and inequality.

60% of survey respondents reported that their professional community grew.

As a result of participating in the HCD research:

52% of participants reported an increase in beliefs that their voice in some way—whether through their personal relationships and volunteer work—can make a positive difference in the lives of women affected by GBV.

56% of participants reported an increase in feelings of inclusion in personal conversations, community groups and discussions, and/or leadership opportunities on GBV.

Young women stated:

“In my personal life, I rarely get the opportunity to have insightful conversations surrounding topics such as gender violence and inequality. It was a wonderful way to be introduced to such discussions with a variety of women with different backgrounds.”

Participant in the U.S.

“The most important thing is the opportunity to speak out, tell about your experience and feelings in connection with it. And the opportunity to hear others, to express your empathy and support them. And also the possibility of generating new ideas and ways to combat gender inequality, violence and sexism.”

Participant in Russia

Program Expansion

Girl-talk-Girl Kazakhstan



Girl-talk-Girl is our program and the largest digital storytelling platform for young women on GBV. In 2020, the initiative expanded to Kazakhstan through a Public Diplomacy Program Award from U.S. Consulate in Almaty and with support from local partner organization, [Rodnik](#). In the region, Rodnik is a leading mitigator of GBV, establishing the first shelter in Kazakhstan and running a hotline for survivors of human trafficking, among other initiatives.

According to [U.S. Department of State](#), Kazakhstan is a Tier 2 Watchlist country for human trafficking. 17% of women in Kazakhstan (ages 18–75) have experienced intimate partner physical and/or sexual violence, and 21% report psychological abuse ([Committee of Statistics of Kazakhstan](#)). LGBTQ+ discrimination and violence is socially and politically sanctioned ([Human Rights Watch](#); [Central Asian Survey](#)). All of these forms of GBV cause mental and physical wellness problems in victims ([Journal of Urban Health](#); [Affilia](#); [Central Asian Survey](#)).



Through Girl-talk-Girl Kazakhstan:

- 10 digital stories on GBV were created and released on the Girl-talk-Girl platform.
- Footage hosted an online seminar where the stories were shared with participants from the U.S., Russia, Ukraine, and Chile.
- Footage expanded its Girl-talk-Girl toolkit and hosted a seminar for 10 NGOs across Kazakhstan based on the stories.

At the start of the COVID-19 pandemic, Rodnik also expanded the project's reach through a virtual flashmob, "Quarantine without Violence." This remarkable awareness campaign garnered support and participation throughout Asia, Europe, and the U.S. and coverage by regional and national news in Kazakhstan (such as in [Turan Times](#) and [Ainews](#)).

Outcomes & Impact

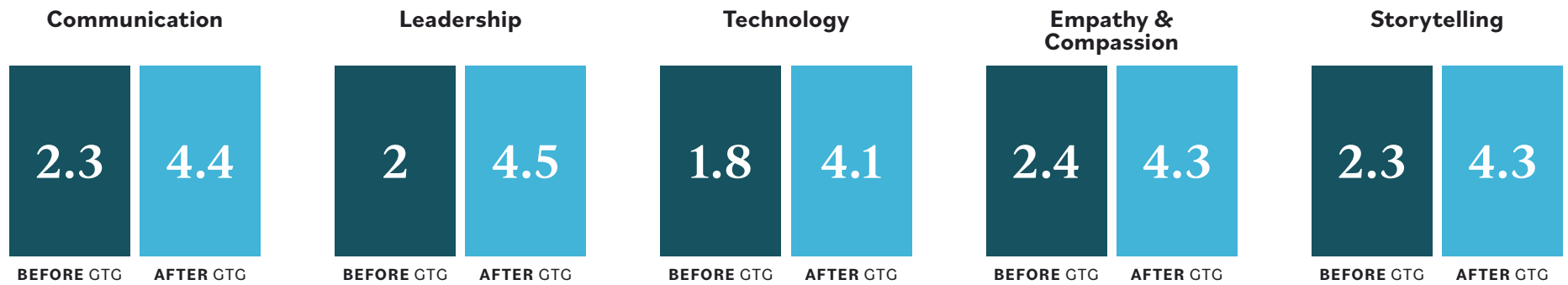


Figure 1 (above): Improvement in participants’ skills as a result of Girl-talk-Girl Kazakhstan program (on a 5-point scale)

SKILLS	BEFORE GTG	% of Kazakhstani participants (2019-2020)	
		AFTER GTG	% of ALL previous GtG participants (2015-2018)
Communication	12.5%	87.5%	85.1%
Leadership	12.5%	87.5%	80%
Technology	12.5%	75%	79.2%
Empathy & Compassion	12.5%	87.5%	96.6%
Storytelling	0%	100%	81.2%

Table 2 (above): Percentage of Girl-talk-Girl participants rating skills as “good” or “excellent” (i.e. score of 4 and 5 on a 5-point scale)

After participating in Girl-talk-Girl Kazakhstan:

88%

of participants said their understanding of GBV throughout the world improved significantly.

100%

of participants said their understanding of how to use digital technology to tell a story improved significantly.

“I know my rights thanks to this project.”

Read Arujan’s reflections on Girl-talk-Girl [here](#).

Why did you take part in the Girl-talk-Girl program?

- I wanted to share my story.
- I wanted to hear the stories of other survivors and come to conclusions.
- I wanted to learn more about this global problem and increase my knowledge

What has been the impact of the project on your life so far?

I try to ensure that others don’t make the same mistakes and suffer like me. That’s why in the project, I made a video to help others come to their conclusions.

I started to be attentive to women who had been subjected to violence with the understanding that this was not their fault.

I started to understand that it’s not just me with these problems, and that every woman can face these problems. I do not blame myself. I am more attentive to people. I learned to let all pain and imperfections go.

How has making your story in the project influenced your views on gender-based violence?

- I have become stronger and more confident, started to trust people more, communicate better, having less fear, and finally I have begun living.
- I have become kinder and attentive.
- I have learned not to keep pain and loss inside me. You taught me not only to speak about the problem, but also to draw it. It’s a good practice.

Growing our Reach

Fieldwork in Rajasthan, India

In early winter of 2020 and with generous donor funding, Footage conducted storytelling workshops with local girls and women at [Utsava Maa](#) festival and with youth at [Indiability Foundation's](#) partner SKSN Residential School for the Physically Challenged. We also formed partnerships to continue our measurable work in the region—one of the most oppressive states for girls and women.



Growing our Reach

Internship Program

Throughout summer and fall of 2020, passionate interns representing universities across the world and an array of disciplines joined the Footage team. They contributed to Footage's efforts in operations, development, communications, research, and social media, advancing our mission to raise voices to elevate lives. Learn more about [Intern Cohort 2020 here](#).

About her experience, Footage Communications Intern and film student at University of Southern California, Michelle Au said, "Footage has given me the opportunity to meet and work with some of the most inspiring individuals from all over the world. It has been humbling to see the impact of Footage and how it empowers the lives of women. Being able to contribute to this amazing organization has been a gift that has changed my outlook on what mark I want to leave on the world in the future."



Campaigns

Awareness

Throughout our 16 Days of Activism, aligning with UN Women and the Secretary-General's [UNiTE by 2030 to End Violence against Women](#) we launched our biggest campaign of the year “**Her Journey, Her Story, Her Identity.**”

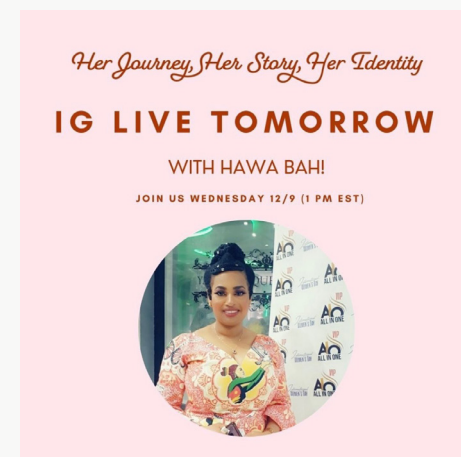
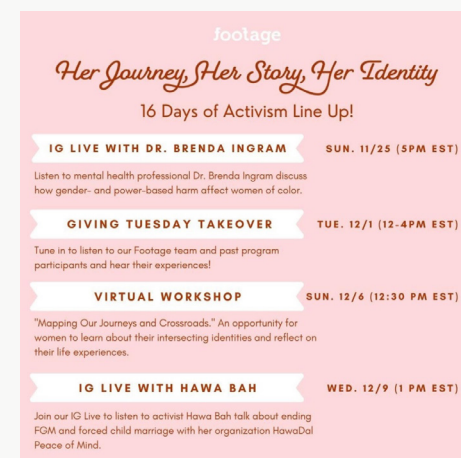
During the 16 days, we highlighted how young women’s intersecting identities deeply impact their unique journeys and experiences of GBV.

As is the hallmark of all Footage programming, young women’s words, voices, stories, and lived experiences sat firmly at the heart of this campaign.

An Instagram Live series featuring mental health expert [Dr. Brenda Ingram](#) and fearless activist (and former Footage [Her{connect}Her](#) program participant) [Hawa Bah](#), as well as a virtual workshop, and a fundraiser, “Her Journey, Her Story, Her Identity” was available to the public, and to our supporters, via our online platforms through December 10.

According to [UN Women](#), reports show an alarming increase in the already existing pandemic of violence against women due to COVID-19. Women affected by multiple crises—for example, political conflict and displacement in addition to the pandemic—are currently at exponential risk of experiencing GBV.

Throughout we sought to get supporters involved through [giving](#). In 2020, all funds raised from the campaign went directly toward implementing our programming for displaced young women at [The David Schultz Sports & Wellness Center for Humanity](#) at Moria Refugee Camp, devastated by fire.



Footage:Advocacy

Series Continues

We have continued to educate the public on key policy issues affecting young women today through our Footage:Advocacy series on **Medium**. In 2019, **Adam W. Marshall, Esq.** wrote about reproductive rights, human trafficking, and more.



footage

STRENGTHIN

HER(CONNECT)HER

GIRL-TALK-GIRL

HER ROUTES AND ROOTS

FOOTAGE:ADVOCACY

DONATE

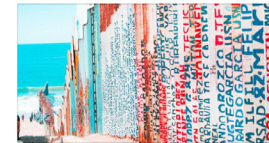
footage:Advocacy



Refugees at the Southern Border: A New Chapter?

By Adam W. Marshall, Esq.

Footage:project
Jul 1 - 6 min read



Family Separation at the Southern Border

By Adam W. Marshall, Esq.

Footage:project
Dec 10, 2020 - 5 min read



An Update on a Woman's Right to Choose

By Adam W. Marshall, Esq.

Footage:project
Jul 11, 2020 - 5 min read *

Advocacy



The Equal Rights Amendment in 2020: An Update

By Adam W. Marshall, Esq.

Footage:project
Mar 7, 2020 - 4 min read



Human Trafficking: A Brief Overview

By Adam W. Marshall, Coordinator of Footage: Advocacy

Footage:project
Oct 15, 2019 - 5 min read



The Equal Rights Amendment in 2019

By Adam W. Marshall, Esq.

Footage:project
Jun 24, 2019 - 6 min read

Public Engagement



[“Girlfriend, We Need to Talk”](#)

Hosted by Leana Delle, January 20, 2020

[Radically Ever After blog](#)

“Celebrating the Goddess with Utsava Maa in Rajasthan, India” by Namita Kulkarni, February 22, 2020

[Girls’ Globe](#)

“Hear the Unheard Voices of Kazakhstan: Ending Gender Based Violence” by Michelle Au, October 15, 2020

[Footage’s Medium publication](#)

“Girl-Talk-Girl Kazakhstan: Narrative as a ‘Way of Sharing the Pain of the Other’” By Madeline Kutler, October 28, 2020

[Footage’s Medium publication](#)

Narratives of Gender-Based Violence Across Cultures: The Need for an Intersectional Lens When Standing up to Gender Inequality By Selin Yalcinkaya

[Footage’s Medium publication](#)

“The Opportunity to Speak Out’: WebinHERS Sparked Dialogue on GBV Across the U.S. and Russia During COVID-19” by Kathryn Weenig, December 15, 2020

Reach Out & Get Involved

Interested in a partnership, internship, social enterprise project, or in-kind expertise? Contact us and be in touch to brainstorm creative contributions!

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@footageproject

Websites

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herconnecther.org

webinhers.org

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