



Footage Foundation

Annual Report

2016

raising voices to elevate lives

Letter from the Executive Director



“I knew what I was doing went beyond research, that there was potential for combining empathy, compassion, & connection with new media arts.”

Our Dear Footage Supporters,

Last year brought uncertain times for many of us. This uncertainty has been even more profound for the young women we reach with our programs. At this moment in history, when human displacement is at the highest ever recorded, when fear and division dominate our discourse, when voices are increasingly silenced, when inequality and violence against women, LGBTQ, and other marginalized groups soar, our work at Footage, which cultivates radical compassion, and fosters healing and connection across individuals, groups, communities and nations became more essential than ever.

With your support, 2016 was a year of unprecedented growth and impact including:

- Conducting fieldwork with youth and organizations across three countries
- Releasing the micro-documentary on our Girl-talk-Girl program
- Presenting our storytelling method by request at the National Academies of Sciences, Engineering, and Medicine Forum on Global Violence Prevention
- Gaining coverage in press internationally
- Our leadership being recognized on Salt and Diageo's 100 Inspiring Women list
- Being on Tech for Good's Top 10 initiatives using technology for social good
- Engaging the public in two major campaigns on the power of storytelling (see our News)
- Being in the Top Ten Nonprofits in NYC for Givkwik's GivNYC on Giving Tuesday
- Training young women as storytelling leaders in the USA and Russia
- Launching our newest narrative initiative Her{connect}Her, which works with forcibly displaced young women
- Participating in United Nations youth and women's empowerment initiatives
- Forging partnerships with leading organizations in Europe and the USA

It is clear that in 2016 we worked harder than ever to expand our work. While we remain a small group of profoundly committed individuals, we have brought Footage to a place where we are now poised to bring our programs to thousands of young women.

With funding cuts, and a greater need for private giving across non-profits in the United States and globally, by the end of 2016 we also found ourselves relying entirely on donations. We also found ourselves with deeper determination than ever, and with immeasurable gratitude.

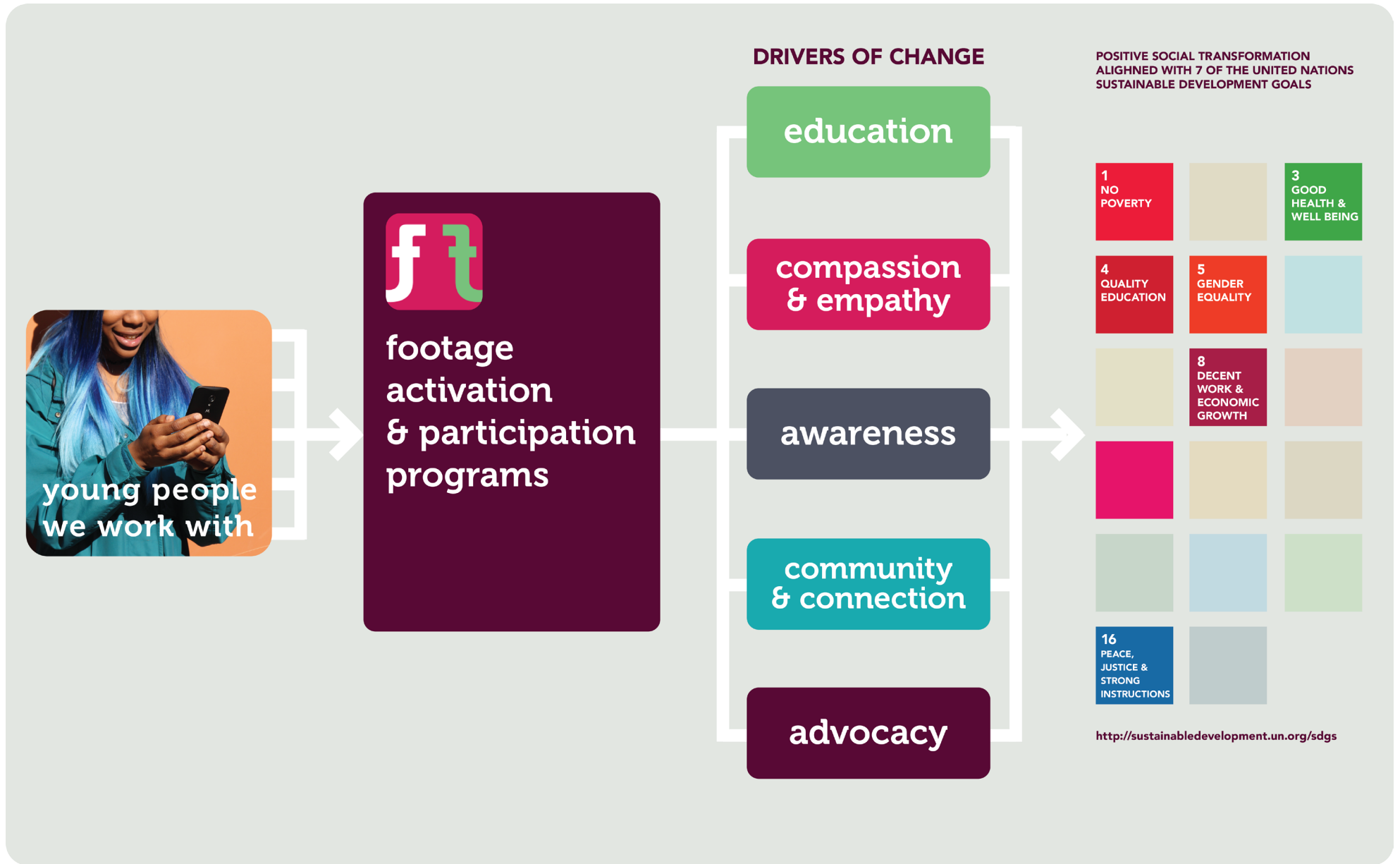
Indeed, we thank you for your trust in our mission, for your own determination to creating a more just and gentle world, and for your incredible generosity, throughout 2016, in providing Footage with the fuel to raise the most silenced voices as we move, with you, into a brighter future. Without question, we exist, and we change lives, because of you.

Yours,

Dr. Kristen Ali Eglinton
Executive Director | Co-Founder



**Our mission is
to raise voices
& elevate lives.**



Monitoring & Evaluation

In 2016, we aligned our programs with the UN Sustainable Development Goals (SDGs). Backed by research, Footage now measures its impact on target areas we identify as drivers of change. Each driver serves as an end goal for our programs while catalyzing sustainable transformation on individual, communal, and global levels and working together to reach the SDGs.

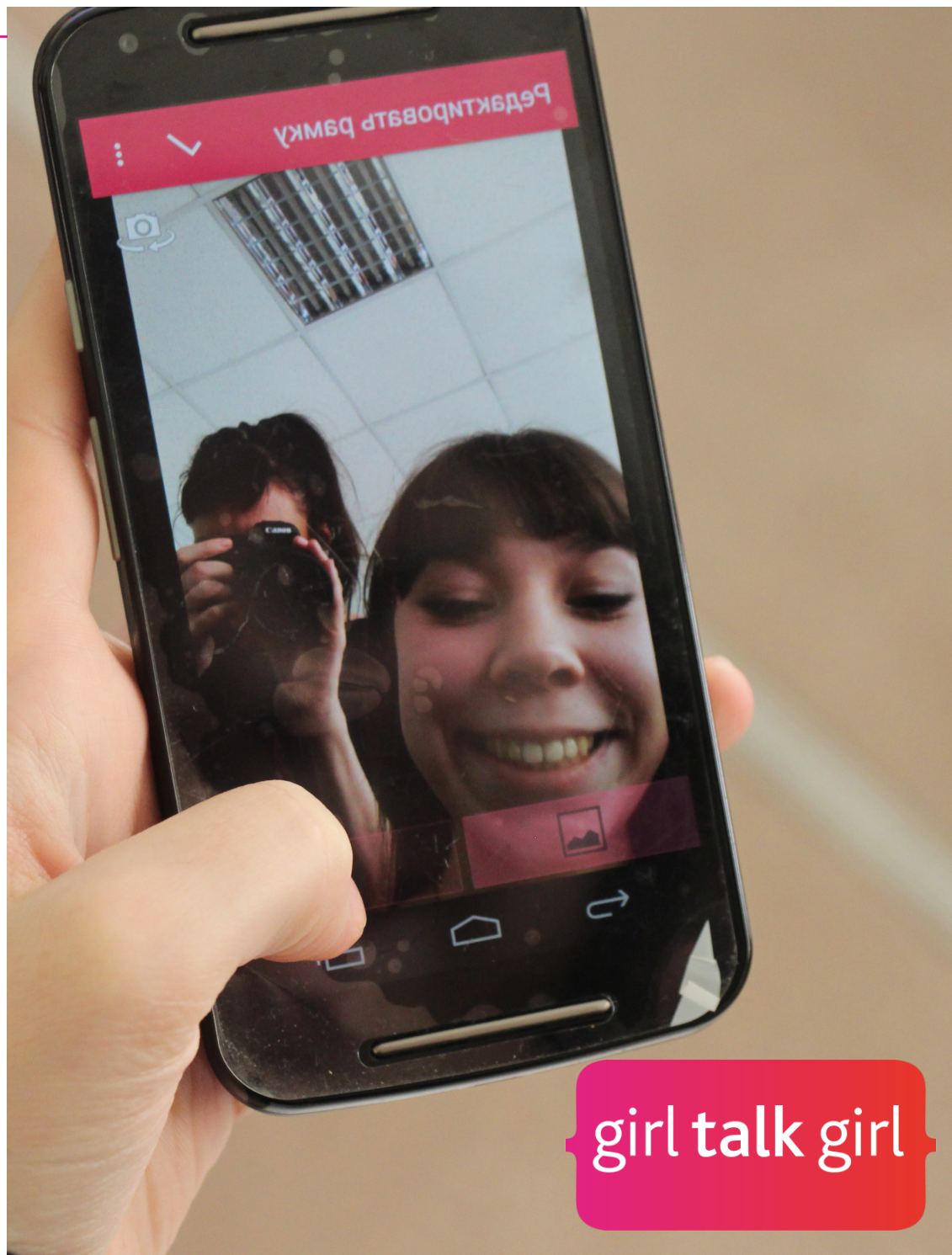
Program Expansion: Girl-talk-Girl

Girl-talk-Girl Scale-up:

Girl-talk-Girl has fostered connection among young women at risk of experiencing violence in New York City and St. Petersburg, Russia. The project offers a platform for young women to share their experiences, which take the form of digital stories produced on mobile phones. Through the initiative, participants gain experience with technology and cross-cultural communication while cultivating community, awareness of violence against women, and compassion for one's self and others.

In 2016, Footage scaled Girl-talk-Girl for the first time since its original 2014-15 program. We trained participants from Girl-talk-Girl as Mobile Digital Storytelling Leaders who then recruited and guided additional young women through the transformative process of telling their stories.

Both the original and scaled versions of Girl-talk-Girl were generously funded by Peer-to-Peer Program Awards from the U.S. Department of State and provided in partnership with the Russian LGBT Network.



I was interested in trying to put my experience into a short story. I wanted to take part in the struggle to stop silencing this issue.

- Participant in Russia

Because family violence happens really often, one shouldn't be silent about that.

- Participant in Russia

I consider myself an advocate, and I really like finding different ways of being an advocate in different mediums.

- Participant in USA

Why did you participate in Girl-talk-Girl?

We asked the 2016 Storytellers & some of their answers included...

I had a story to tell, and I felt it would help other women.

- Participant in USA

It is great that other people can see these stories, compare with their own, and realize that they are not alone.

- Participant in Russia

Maybe after watching my story some people will think about the problem of domestic violence, will change something in themselves, or will try to change something in their environment.

- Participant in Russia

Girl-talk-Girl Micro-Documentary Release



vimeo.com

Produced by Gina Fontanini

Outcomes & Impact



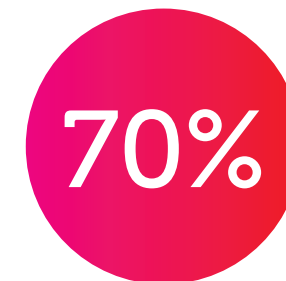
Girl-talk-Girl Mobile Digital Storytelling Leaders:

As a result of Girl-talk-Girl, over



of young women felt prepared as leaders and researchers

- ready to guide peers in telling compelling stories through media arts
- ready to advocate for the project



of young women improved their skills in

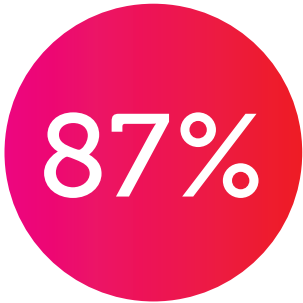
- facilitating discussions on sensitive topics
- finding solutions to problems
- approaching the challenges of leadership with confidence



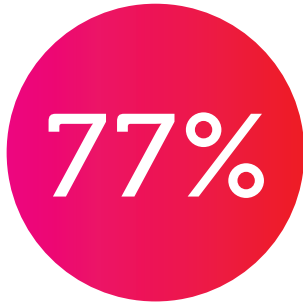
The following skills had a statistically significant improvement as a result of the program:

- Leadership
- Technology
- Communication
- Storytelling
- Empathy

Girl-talk-Girl Storytellers:



of young women increased their interest in global problems, including violence against women.



of young women better understood their beliefs and views toward violence against women.



of young women saw themselves using their phones and/or technology to advocate for social causes in the future.

Drivers of Change Chart



Driver of Change:	Impact:	As a Result of Girl-talk-Girl:	In Their Own Words:
Compassion & Empathy	Compassion toward others and one's self correlates with positive health and social outcomes.	Young women reported a desire to make a positive difference in the lives of individuals affected by violence against women.	I feel that I have resources to do something meaningful to make a difference. <i>- Participant in Russia</i>
Education	Education is a robust indicator of health, quality jobs, and just societies.	Young women reported an ability to communicate sensitive topics with people in different parts of the world.	[What stood out for me was] talking about the sensitive stuff, the different ways people may or may not react to things. <i>- Participant in USA</i>
Advocacy	Young women hold the potential to not only affect change publically, but in their personal lives, as advocacy is associated with individual well-being.	Young women reported confidence telling their stories in order to convey social problems.	I like the fact that it was easy to tell your story... And I like that other people will see it, that I can share my story. <i>- Participant in Russia</i>
Community & Connection	Programs through which youth build community correlate with healthy choices, positive relationships, and civic involvement later in life.	Young women reported a sense of connection to a community.	I actually started trusting people again... I know that if something happens in the dark, there will be people who will support me. <i>- Participant in Russia</i>
Awareness	With exposure to varying values, experiences, and beliefs, youth may grow in their understanding and sensitivity, fostering compassionate action.	Young women reported an understanding of how violence affects women throughout the world.	There is a girl that feels unsafe half way across the world..of a different race, of a different size, of a different culture with different hair. We might all be different in all those ways, but we have the same thought pattern. <i>- Participant in USA</i>

Campaigns

Crowdfunding

\$9,328

raised

62

donors

To bring our voice program "Her{connect}Her" to young refugee & migrant women worldwide.



On the Streets in NYC:



#AreYouBraveEnough



#ConnectsMe

Giv.NYC: Voted Top 10 Nonprofit in NYC

Thanks to our dedicated and steadfast supporters, we were voted one of the Top 10 Nonprofits in NYC on Givkwik's GIV.NYC platform. In result, we pitched our mission, programs, and impact at their Giving Tuesday event among inspiring, visionary organizations and individuals and were awarded a Vodafone Americas Foundation Give Away Award.



Members of the Footage team at GIV.NYC.

Media Coverage & Public Engagement



SALT MAGAZINE:

"How a nonprofit is empowering unheard girls with digital storytelling" by Mostafa Al, February 3, 2016

"Salt and Diageo's 100 Inspiring Women," March 8, 2016

TECH FOR GOOD:

"Tech for Good Ten," June 7, 2016

NATIONAL ACADEMIES OF SCIENCES, ENGINEERING, & MEDICINE:

"Utilizing Technology and the Sustainable Development Goals to Amplify Youth Voices Globally and Ignite Change," Forum on Global Violence Prevention, May 12, 2016 (presentation by Dr. Kristen Ali Eglinton)

Reach Out & Get Involved

Be in touch to brainstorm creative contributions:
Partnerships? Social enterprise projects? In-kind expertise?

 [Footage Youth](#)

 [@footageyouth](#)

 [@footageyouth](#)

 [footageyouth.org](#)

 [girltalkgirl.org](#)

 [medium.com/footagefoundation](#)

 [vimeo.com/footageyouth](#)

 [info@footageyouth.org](#)

Donate

[footageyouth.org/donate](#)

Give us a call

USA +1 917.428.2739

Write a letter

Footage Foundation
156 West 10th Street, Suite #3
New York City, NY 10014

footage
empowering youth through voice

girl talk girl

