



WITNESS  
CHANGE

# ANNUAL REPORT

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2023

# DIRECTOR'S MESSAGE

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2023 will be remembered for all the wrong reasons: terrorism attacks, bombings of civilians, cost-of-living crises, and the legalization of homophobia. It will be remembered for the continued rise of those who challenge democracy, scapegoat vulnerable people on the move, and support big energy over our planet's future. Fortunately, there are those fighting against despotism, and for peace. And there are incredibly courageous people, literally on front lines, saving lives.

Where does Witness Change fit into this picture? We are not doctors, politicians, or peacemakers. We work on a different level. We believe in change, and that a more just world is possible - if only we would stop and truly listen to each other - especially those unlike ourselves. Our contribution to this listening does not bring about immediate results, and what we achieve is often hard to measure. But read this annual report, and you will see it is there: in the feedback from LGBTQI+ folks who see themselves represented, in the testimonies of teens with mental health issues allowed the space to share authentically, and in the enthusiasm of refugees who feel they have been given a purpose and can be part of building a more just world.

On the wall of a Doctors Without Borders office in Gaza, these words were scrawled: "we did what we could." Those brave health workers did just that - what they could - then they were killed. We cannot be compared to these heroes, but the sentiment - that we must do what we can with the abilities we have - holds true. In our own way, we are doing what we can, and it is a contribution we can be proud of. It is a contribution we promise to continue to make so that those silenced by bigotry can be heard, those made invisible by neglect can be seen, and in this witnessing, we can begin the process of change.



Handwritten signature of Robin Hammond in black ink.

ROBIN HAMMOND  
DIRECTOR

# EXECUTIVE SUMMARY

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This was an outstanding year for *Witness Change*. All three campaigns: *Where Love Is Illegal*, *In My World*, and *1000 Dreams*, created exciting and impactful projects. *Witness Change* staff and volunteers are building an organization with strong systems to make sure all projects are funded, produced to the highest standard, disseminated widely and their impact measured.

## Some highlights from 2023, in numbers:

- **350k+** social media followers engaged with
- **50+** exhibitions and presentations produced
- **19** new *1000 Dreams* refugee storytellers taught and mentored
- **100+** stories documented
- **25+** new partner organizations worked with

**1000 Dreams** became a primary focus, with two workshops and a series of exhibitions, including one inside the European Parliament. The **Where Love Is Illegal** 'Exhibition in a Box' was a great success, supporting 22 local organizations to increase their advocacy and visibility through donated exhibition material. With **In My World**, we partnered with a US mental health and life skills non-profit, resulting in impactful work that appeared on the cover of Time Magazine.

Internally, we improved systems to support and measure our impact, and we've gotten better at getting our work - and *Witness Change* - seen.

In summary: it has been an impactful year for *Witness Change* programs and one where solid foundations are allowing the organization to be even more effective into the future.

# WHAT IS WITNESS CHANGE?

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Our society is shaped by stories. However, the voices of marginalized people are often excluded, even when the stories are about them. *Witness Change* uses visual storytelling to support excluded people in reclaiming their narratives and improving their lives.

*Witness Change's* projects include:

- **Where Love is Illegal:** LGBTQI+ stories of discrimination and survival
- **In My World:** Stories of living with mental health issues, psychosocial and intellectual disabilities
- **1000 Dreams:** Refugee stories authored by refugees.

## VALUES

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**Purpose:** Creating a more just world.

**Niche:** We share stories that positively impact the lives of marginalized people.

**What we do:** Witness Change is a non-profit that uses interviews, testimonies, and photography to support marginalized groups - like LGBTQI+ identifying folks, people living with mental health issues, and refugees - to tell their own stories in their own words. We use storytelling to advocate for positive change for their communities.

**The qualities that make us unique:**

1. We produce quality collaborative storytelling
2. Our projects are impact-led
3. We work with marginalized groups



**1000  
DREAMS**



# PROJECT PURPOSE

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*1000 Dreams* seeks to change harmful refugee narratives through a storytelling project that tells the stories of 1000 refugees across Europe. *1000 Dreams* is entirely authored by storytellers with a refugee background. For attitudes, policies, and practices to change, the narrative must change.

## How does *1000 Dreams* do that?

For the narrative to change, the lives of refugees have to be authentically represented – their voices must be heard. *Witness Change* has hosted a series of intensive storytelling workshops, training people with refugee backgrounds on how to make portraits and conduct interviews. With their new skills, these storytellers collect testimonies from other refugees. Their stories amplify the voices of refugees and provide insights into their individual lives and the emotional impact of current policies and attitudes. *Witness Change* provides continued mentorship to storytellers and works to have their work seen through local and international media and exhibition partnerships targeting the general public and decision-makers.

# ACTIVITY SUMMARY

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## OVERVIEW:

In 2023, *Witness Change* ran two *1000 Dreams* workshops (Istanbul - October 2023, Barcelona - November 2023). The workshops were run following the proven process developed by *Witness Change* over the seven previous *1000 Dreams* trainings. In 2023, 19 new refugee storytellers joined the project and are actively collecting stories in their countries. Robin Hammond continues to provide mentorship to past *1000 Dreams* Storytellers on how they might improve the quality of their work and create portraits in line with the style of the project.



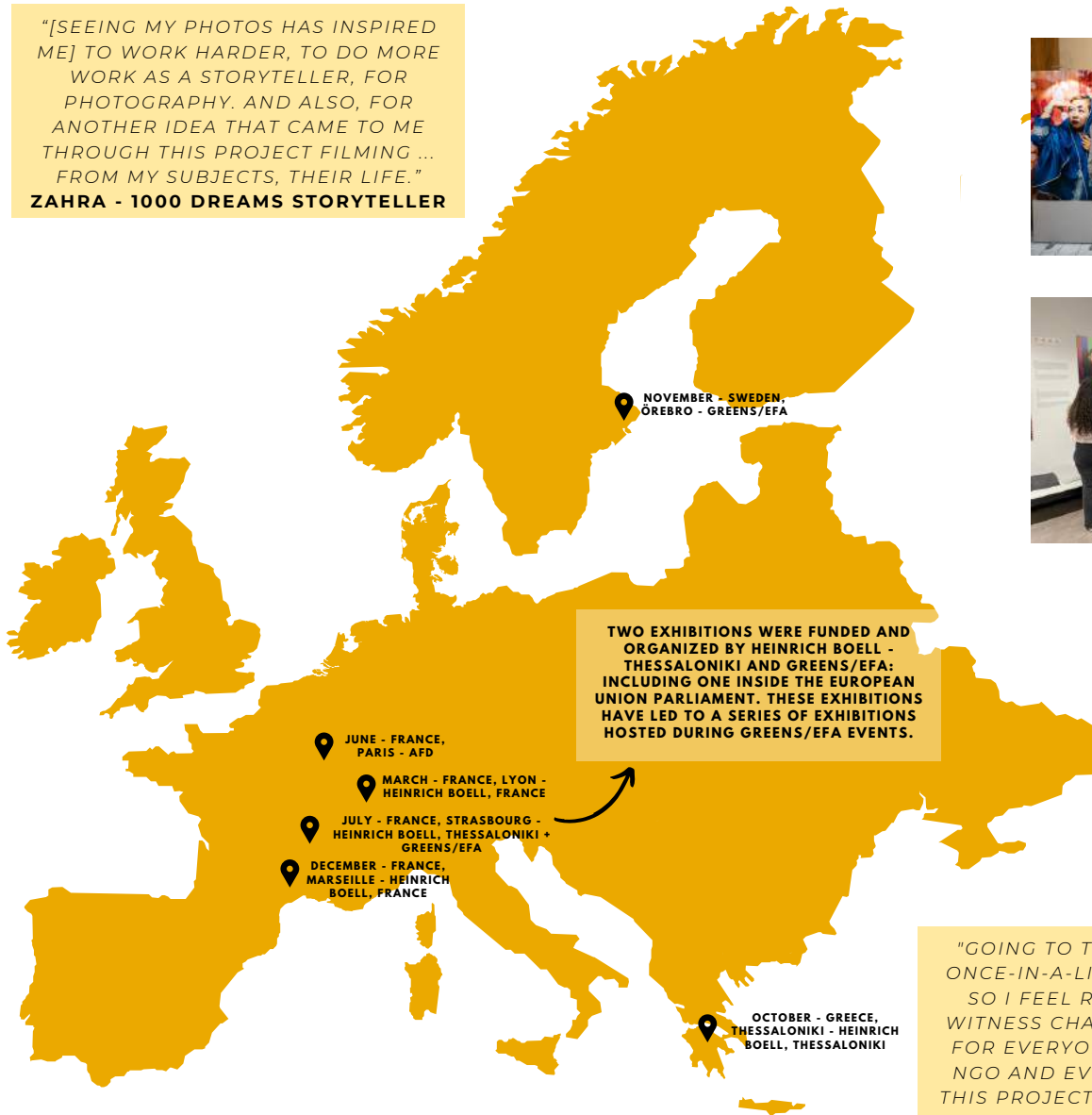
## TRAINING OF TRAINERS:

In Barcelona, we introduced the *1000 Dreams* - Training of Trainers (ToT) program. The goal of the ToT program is to transition the workshops to a refugee-led program. Former *1000 Dreams* workshop participant Ali Jehad joined *Witness Change* staff as a workshop instructor. Ali shadowed workshop facilitators Robin Hammond and William Lounsbury, while also directly teaching students and providing English to Arabic translations. This program will continue in future *1000 Dreams* workshops.

# EXHIBITIONS AND EVENTS

1000 Dreams was exhibited eight times in 2023, primarily through partnerships with Heinrich Boell and the European Union political party - Greens/EFA. These exhibitions represented the most ambitious series to date, targeting the general public as well as people of influence.

*"[SEEING MY PHOTOS HAS INSPIRED ME] TO WORK HARDER, TO DO MORE WORK AS A STORYTELLER, FOR PHOTOGRAPHY. AND ALSO, FOR ANOTHER IDEA THAT CAME TO ME THROUGH THIS PROJECT FILMING ... FROM MY SUBJECTS, THEIR LIFE."*  
**ZAHRA - 1000 DREAMS STORYTELLER**



*"GOING TO THE PARLIAMENT... IS A ONCE-IN-A-LIFETIME OPPORTUNITY. SO I FEEL REALLY THANKFUL TO WITNESS CHANGE. REALLY REALLY... FOR EVERYONE WORKING FOR THE NGO AND EVERYONE WORKING ON THIS PROJECT TO SHOW OUR WORK."*  
**MIRZA - 1000 DREAMS STORYTELLER**



**trint**



**HEINRICH BÖLL STIFTUNG**  
 The Green Political Foundation

**BARCELONACTUA**

## WEBSITE:

The *1000 Dreams* website continues to be updated with new stories as they are submitted by storytellers. The storyteller profiles of the participants from the new workshops in Barcelona and Turkey were also added to the website.

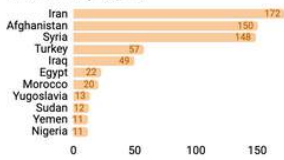
## SOCIAL MEDIA:

The stories collected from Sarajevo (2022) and earlier in the project were shared on the *1000 Dreams* and *Witness Change* social media accounts throughout 2023. The reach and engagement of the stories increased throughout the year, peaking in the three months of 2023 as global events placed greater emphasis on experiences of refugees, asylum seekers, and stateless people.

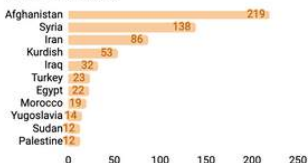


## STORIES & STORYTELLERS:

Birth Country Top 10



Nationality Top 10

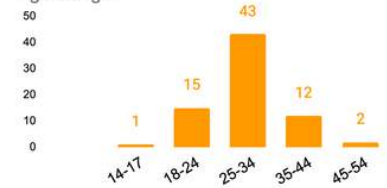


Host Country #

Host Country	#
Bosnia and Herzegovina	8
France	3
Germany	4
Greece	11
Italy	2
Netherlands	2
Spain	13
Sweden	4
Turkey	8
United Kingdom	17



Age Range



# MONITORING & EVALUATION

## ISTANBUL WORKSHOP:

Post-workshop evaluations showed tangible improvements in participants' storytelling and interviewing skills, and increased confidence levels in both storytelling and photography: emphasizing the workshop's effectiveness in lifting their voices and the voices of other refugees in Turkey.

## BARCELONA WORKSHOP:

Post-workshop assessments revealed a significant positive shift in participants' skill levels and confidence. All participants claimed that their confidence and skills in storytelling and photography improved. Participants of the workshop joined because 92% believe that storytelling has an impact on people's rights and they all believe that stories and storytelling have the power to change attitudes and influence action.



*"THE PROJECT... SHOWS EVERY SINGLE VERSION OF A REFUGEE THAT YOU COULD EVER IMAGINE, YOU KNOW? SO EVERYONE HAS SOMEONE THAT THEY CAN SEE THEMSELVES IN OR SEE A FAMILY MEMBER OR CHILD OR SOMETHING. I'M SO PROUD OF THIS PROJECT."*

**ALI - 1000 DREAMS STORYTELLER**



*"FOR ME, IT HAS BEEN GOOD. WHEN I LISTEN TO THEIR STORIES AND THEIR STRUGGLES IT MOTIVATES ME TO GO ON. I AM FINE WITH IT. BESIDES, BEING BUSY AND WORKING IN SUCH HARD DAYS HELPED US A LOT."*

**YASAMIN - FARSI TRANSLATOR**

# TRANSCRIPTIONS & TRANSLATIONS

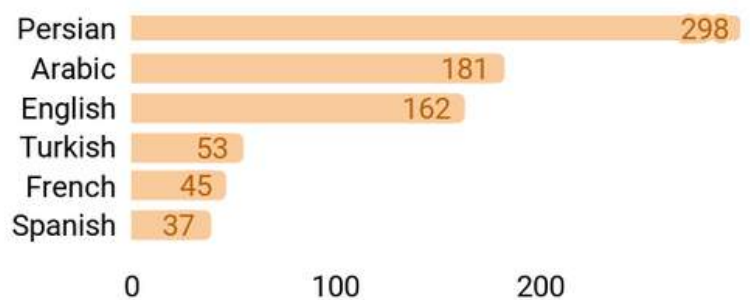
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All 1000 Dreams stories begin as audio recordings of interviews conducted by storytellers, which our network of translators and transcribers transforms into English texts. It is essential to us to be inclusive with language, and that individuals share their stories in the language they feel most comfortable with. All non-English interviews are translated by our in-house translation team, which is both paid and volunteer-based. Due to changes made in the translation process (such as an improved infrastructure and the use of paid translators), more stories were translated in 2023 than 2022. **254 stories were translated in 2023**, compared to 88 in 2022.

Each story collected is edited down to 1000 characters by a group of volunteers, mostly professional writers or editors: creating testimony summaries that capture these experiences. This editing process cannot begin until after the complete translation and safeguarding steps are completed. Thanks to the improvements made in the translations team, 65 stories were edited in 2023 compared to 46 the previous year.



Languages Top 5

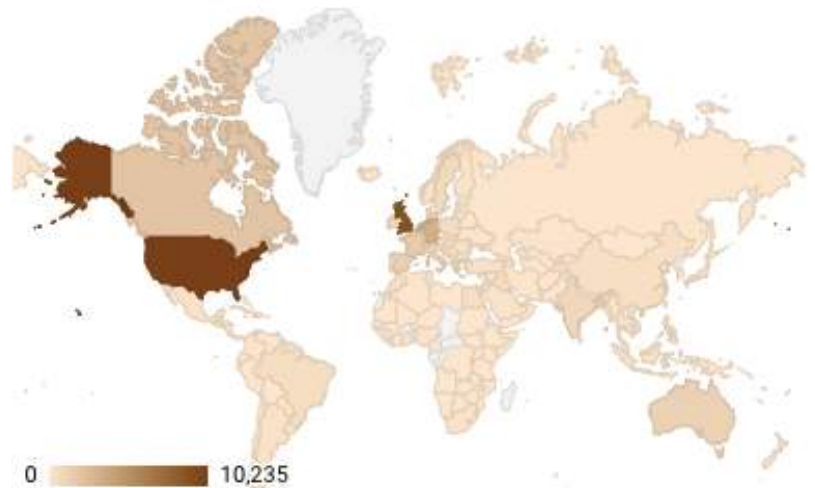


# DISSEMINATION

Since its launch (18 Jun 21), 43,639 users have accessed the website - an average of 1,450 users a month.

Number of Users since the launch

43,639



# TIME

## GROWING UP IS HARDER THAN EVER.

YOUNG AMERICANS  
ON HOW THEY SEE  
THEMSELVES

GLORIA, 13



IN  
MY  
WORLD

# PROJECT PURPOSE

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**Mental health issues will affect one in four people in their lifetime, and cause more disease and death than any other illness.** Adequate mental health care should be both a moral imperative and a fundamental human right, yet it is not a global priority in action, funding, or policy. *In My World* is a bold campaign that uses a visual storytelling approach to give people living with mental health issues, psychosocial and intellectual disabilities the chance to be seen, heard, and valued.

*Witness Change* travels to countries around the world, telling stories about the different circumstances and environments that impact people's mental health. By giving everyone a platform to tell their story, the silence and challenge the stigma that shrouds mental health is broken.

## ACTIVITY SUMMARY

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### **YOUTH MENTAL HEALTH:**

In Spring of 2023, *Witness Change* founder Robin Hammond travelled to three regions of the United States to photograph and interview young people about their mental health. Robin travelled to Colorado, Georgia and the Washington D.C. area meeting 49 young people (age range from 11-17). The series of portraits and videos was published as a cover story in the 23 October issue of Time Magazine.

The project was funded by the *Youth Empowerment Group*, a Colorado-based nonprofit creating and providing educational material to help young people better speak about their mental health. In 2024, the interviews filmed as part of this project will be added to their educational program. The final aim is a series of videos of young people speaking to their peers about mental health and wellness.

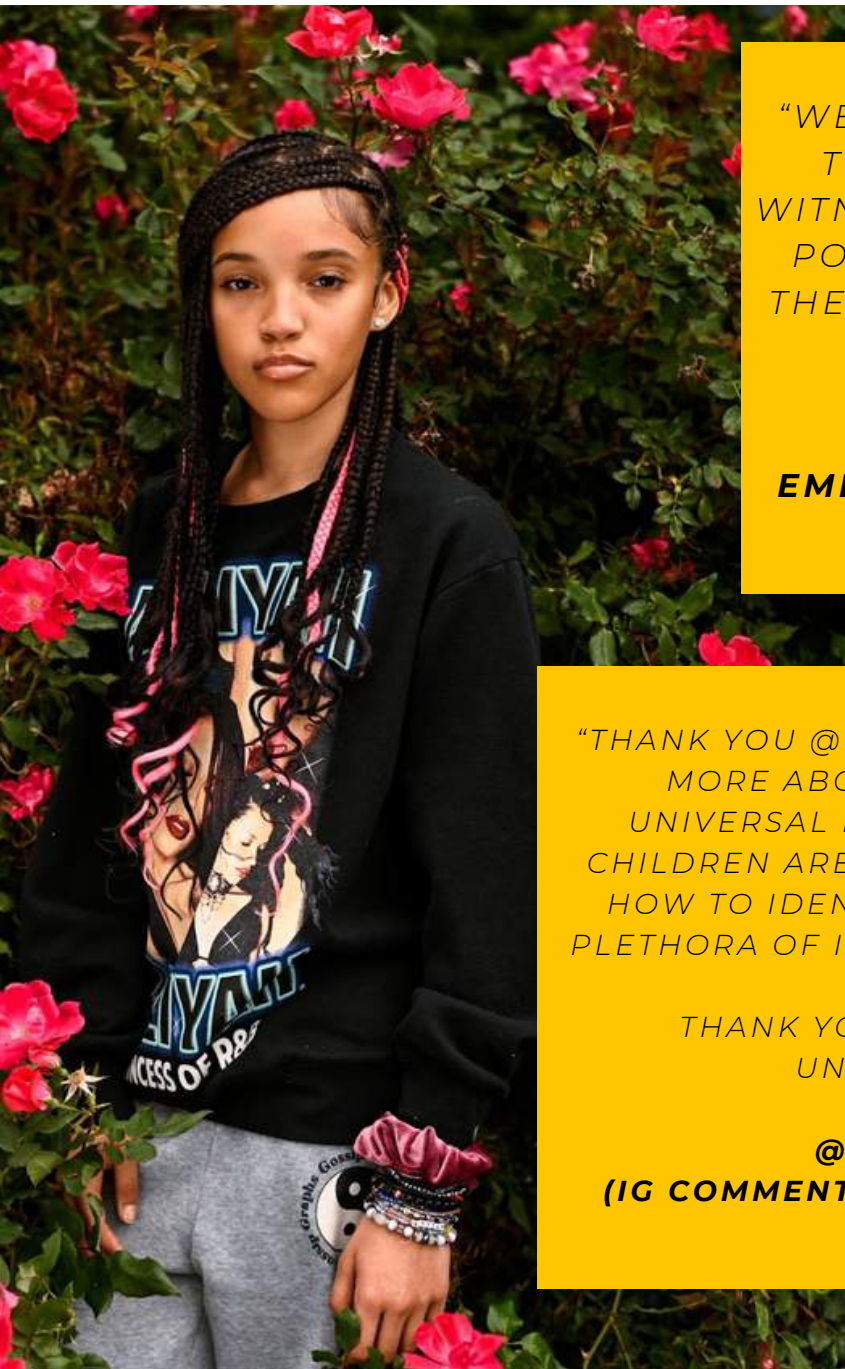
### **MENTAL HEALTH ADVOCACY FOUNDATION - GHANA:**

*Witness Change* continues to support *Mental Health Advocacy Foundation (MHAF) Ghana*, a grassroots service provider in northern Ghana. Funding has helped more than 150 people in total, specifically paying for travel, food, clothes, medical treatment and psychiatric support, and supporting beneficiaries in economic activities.

# YOUTH MENTAL HEALTH

The Youth Mental Health project presented a unique and powerful opportunity for *Witness Change* to create a positive impact in the communities where the stories are told. Young people spoke directly to the camera about their mental health experiences, as if speaking directly to their peers. By disseminating these videos through social media, *Witness Change* created a virtual experience of children talking to children, on the platforms they use.

The publication in Time Magazine gave the story global visibility on an issue of extreme importance. And, most powerfully, the storytelling material will be used in educational settings beginning in 2024. *Witness Change's* partner, the *Youth Empowerment Group*, will begin sharing these stories soon and will evaluate the success of this program using rigorous scientific methods. These findings will be shared with *Witness Change* once complete. *YEG's* aim is a series of videos of young people speaking to their peers about mental health and wellness.



*"WE FEEL INCREDIBLY FORTUNATE TO PARTNER WITH YOU ALL AT WITNESS CHANGE TO TRY TO MAKE A POSITIVE IMPACT ON YOUTH AND THEIR FAMILIES AND COMMUNITIES AROUND THE WORLD."*

**LAURIE BERDAHL - YOUTH EMPOWERMENT GROUP FOUNDER**

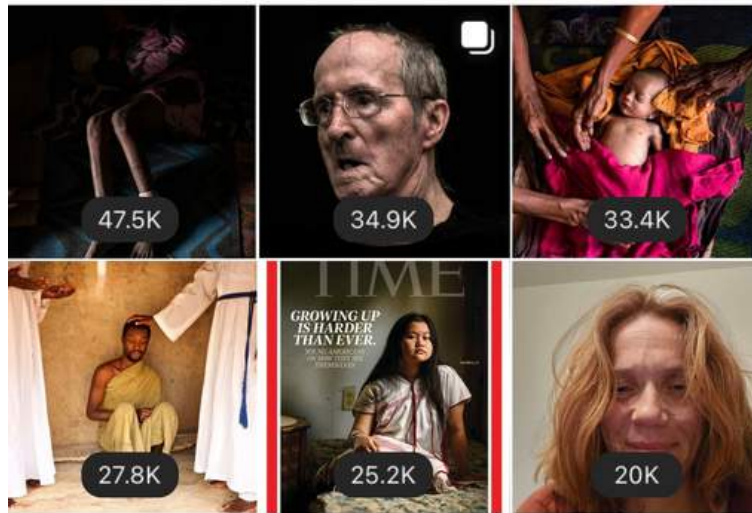
*"THANK YOU @TIME WE NEED TO HEAR MORE AND MORE ABOUT THESE TOPICS. WE HAVE A UNIVERSAL PUBLIC HEALTH CRISIS AND OUR CHILDREN ARE UNWOUND INSIDE NOT KNOWING HOW TO IDENTIFY, COPE, AND HEAL FROM THE PLETHORA OF ISSUES NOW AND AHEAD OF US ALL. NO ONE IS IMMUNE. THANK YOU FOR THIS REMINDER OF/IN UNPRECEDENTED 'TIMES.'"*

**@THERESA.S.BERKOSKI  
(IG COMMENT ON THE TIMES POST ABOUT YEG PROJECT)**

# SOCIAL MEDIA

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In 2023, *Witness Change* shared legacy content from *In My World*, emphasizing narratives including shackling, dementia, access to mental health care, and prayer camps for mental illness. The highest-performing post achieved a remarkable reach of 47.5K. User-generated content stories shared from our network of contributors further amplified *In My World's* impact, fostering community involvement and awareness.



The *Youth Mental Health* project launched on World Mental Health Day in 2023 with a *Time Magazine* cover story. The feature on Time's social media page, which with 12.5 million followers, increased *Witness Change's* visibility with posts receiving more than 20,000 likes. Strong visibility on an internationally recognized platform like *Time Magazine*, supports *Witness Change's* narrative change goals to address and de-stigmatize mental health issues among youth.

Pre and post surveys conducted with participants in the *Youth Mental Health* project have illuminated the positive impact of storytelling on participants' mental health. Through interviews and photoshoots, participants gained confidence in sharing their mental health experiences, both for their own well-being and to support others facing similar challenges. However, the real measure of this project's success will be how effective these stories are in supporting the intended audience: teens in classrooms around the US. This will be reported once the stories documented for this project are shared, in 2024, with a large number of US teens.

## CONTACT/NETWORK

For a third year, *Allen & Overy (A&O)* donated to support the *Mental Health Advocacy Foundation (MHAf)*. *Witness Change* facilitated this donation by acting as fiscal sponsor, providing documentation for A&O due diligence, and guiding MHAf through the process.



# WHERE LOVE IS ILLEGAL





# PROJECT PURPOSE

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At least 67 countries have laws criminalizing same-sex activity between consenting adults. In addition, at least nine countries have laws criminalizing transgender and gender-nonconforming people. Worldwide, violence and prejudice against the LGBTQI+ community are rampant, targeting those who simply wish to live openly as themselves. **Since 2015, WLII has shared LGBTQI+ stories of discrimination and survival.** To date, Robin Hammond has traveled to 14 countries, documenting more than 250 stories of queer people globally. In 2023, with the support of *Vans Europe*, WLII produced and distributed a series of exhibitions in communities where LGBTQI+ people are criminalized and/or highly stigmatized and where personal stories of queer people are rarely if ever, seen. In line with *Witness Change's* focus on impactful storytelling, all the provided materials from the *Where Love is Illegal - Exhibition in a Box* project were used to support grassroots advocacy from local LGBTQI+ organizations.

# ACTIVITY SUMMARY

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*Witness Change* produced 22 exhibition packages to be distributed to LGBTQI+-focused organizations around the world. These organizations were chosen based on their specific audience and their need. In general, the organizations were chosen because they served LGBTQI+ communities in locations where queer rights are under attack and lacked the resources to use art as a form of activism. *Witness Change* believes that local organizations know best how to reach their communities, so no requirements were placed on the exhibitions except that they use the event to further their advocacy.

The exhibition packages contained 20, museum-quality prints of *WLII* stories from around the world, caption cards, and an information card explaining the project. These prints were created by *Klein Imaging* and funded by *Vans Europe*. In addition to the 20 exhibition packages distributed for free to LGBTQI+-focused organizations, five packages were purchased by the five *Médecins sans Frontières* (*Doctors Without Borders*) central offices. Additionally, *Vans* hosted an exhibition in their flagship Covent Garden store, and a smaller selection of pictures/stories were featured in *Vans* stores across Europe.



## EXHIBITIONS IN A BOX

While every exhibition in the *Exhibition in a Box* project has been successful, below is a highlight of notable partnerships. Individual reports on each exhibition and its impact, produced by the local partner, are available upon request.

"COMMUNITY ENGAGEMENT AND PASSING ON THE POWER OF VISIBILITY TO INTERSECTIONAL MINORITIES ARE POWERFUL TOOLS. WITNESS CHANGE IS DOING THIS IMPORTANT THING IN THE 'RIGHT' WAY."

"WE THINK THE ADVOCACY WORK IS PHENOMENAL AND VERY UNIQUE IN A SENSE THAT THESE SORT OF PHOTO STORY TELLING EXHIBITION IS VERY RARE AMONG BANGLADESHI LGBTIQ+ COMMUNITIES AND THIS IS A PIECE OF EXAMPLE THAT ORGANIZATIONS CAN ADOPT IN THEIR ADVOCACY WORK."

**India - Qamra Archival Project at NLSIU:** In recent years, India has seen legal progress for LGBTQI+ rights, but conservative attitudes in society still make queer life difficult. *QAMRA*, an LGBTQI+ archive in Bangalore, is exhibiting *WII* stories permanently, rotating a selection of 4 stories in a public university library. The exhibit was launched in August for the inauguration of the library. In attendance was the chief justice of the Indian Supreme Court, which is currently reviewing a case on marriage equality. Having one of the key decision-makers, who may dictate how the country legislates LGBTQI+ relationships in the country in the future, engage with stories of discrimination and survival is incredibly significant.

**USA - Miami-Dade County LGBTQ Advisory Board:** In the United States, LGBTQI+ rights (and in particular Trans rights) are under increased assault, and nowhere is this more clear than in Florida. The *Miami-Dade County LGBTQ Advisory Board* hosted an exhibition in the lobby of the Government Center train station, a major transit hub in Miami. The opening was attended by several members of the city government as well as Consulate Generals from Mexico, Britain, Ireland, Canada, and Israel.

**Uganda - KuchuTimes:** This year, Uganda has seen new laws aimed at criminalizing the existence of queer folks in the country. These new laws have led to prosecutions of LGBTQI+ people and further homophobic attacks and violence. Exhibiting *WII* in Uganda during this time represented a brave stand by local partners and a significant event for the queer community in Uganda.

**Colombia - En Bogotá Se Puede Ser:** *Where Love is Illegal* was exhibited inside the prestigious National Museum of Colombia in Bogota during the Bogota Equality Festival. In addition to featuring *WII* stories, historical photos of Colombia's queer community were shared and original photographs and interviews, created by two Colombian queer photographers, Lina Castro and Álex Rodríguez, were presented during the exhibition. These stories will soon be shared on the project's platforms.

## MÉDECINS SANS FRONTIÈRES HEALTHCARE SENSITISATION WORKSHOPS

*Witness Change* donated pictures and video interviews from the *Where Love is Illegal* archive to support the *MSF* team's LGBTQI+ sensitization workshops. These workshops train *MSF* staff and local contractors in providing care to queer people without judgment or stigma.

## PARTNERSHIPS

*VANS* - *The Exhibition in a Box* campaign was possible thanks to the support of *Vans*, who for the third year, awarded *Witness Change* a grant to support *Where Love is Illegal*. In addition to *Vans* supporting *Witness Change* financially through their Pride campaign, *Vans* amplified *WLI* stories through several initiatives. These included: store displays inside *Vans* stores in Europe, a Pride Month exhibition at the London flagship store in Covent Garden, two exhibitions in Italy, and 8 *Witness Change* workshops across Europe during or near local Pride celebrations.



Manchester, UK-based printer **Klein Imaging** printed and distributed all exhibition material from their studio, at a discounted rate.

The **Médecins Sans Frontières (Doctors Without Borders)** LGBTQI+ inclusion team learned of the *Exhibition in a Box* project and purchased five sets of the exhibition, one for each of their offices (New York, London, Paris, Brussels, Amsterdam). These exhibitions were first displayed in *MSF* offices in the summer of 2023 and will later be displayed in their field offices around the world (up to 70 countries).

## LOCAL PARTNERS

The *Exhibition in a Box* project was only a success because of incredible local partners who hosted exhibitions. This list features the organizations that first hosted *WLII* exhibitions. Nearly every organization has expressed intent to re-exhibit the photos with new partners.

**KUCHUTIMES MEDIA GROUP - UGANDA**

**INCLUSIVE BANGLADESH - BANGLADESH**

**FUNDACIÓN IGUALES, PANAMA - PANAMA**

**GALA QUEER ARCHIVE, JOHANNESBURG - SOUTH AFRICA**

**NATURE NETWORK - KENYA**

**ANKH ASSOCIATION (ARAB NETWORK FOR KNOWLEDGE ABOUT HUMAN RIGHTS) - FRANCE**

**LA SAVIE ASBL - DEMOCRATIC REPUBLIC OF CONGO**

**INSTITUT FRANÇAIS - FRANCE**

**WORKING FOR OUR WELLBEING - CAMEROON**

**POSITIVE VOICE - GREECE**

**QAMRA ARCHIVAL PROJECT AT NLSIU - INDIA**

**PROUD LEBANON - LEBANON**

**MIAMI-DADE COUNTY LGBTQ ADVISORY BOARD - USA**

**INISHOWEN PRIDE - IRELAND**

**QUEER ASIAN PRIDE IRELAND - IRELAND**

**ASIAN COMMUNITY AIDS SERVICES - CANADA**

**OSTRAVSKÝ PRAJD - CZECH REPUBLIC**

**SEMALBA - ETHIOPIA**

**QUEERCITY MEDIA AND PRODUCTIONS - NIGERIA**

**OKLAHOMANS FOR EQUALITY (OKEQ) - USA**

**PRISM PROJECT - USA**

**OBODO - GERMANY**

**NATIONAL MUSEUM OF COLOMBIA - COLOMBIA**

**PLUS FOR REFUGEES - GERMANY**

**EN BOGOTÁ SE PUEDE SER - COLOMBIA**

## WORKSHOPS

In partnership with Vans Europe, Witness Change hosted eight photography-storytelling workshops attended by 86 participants, facilitated by Witness Change staff. The workshops, named "Portraits with Purpose," were organized as part of a pride campaign with *WLII*. Workshops were free to attend and, while focusing on queer representation, were open to all. The workshops were hosted in the following Vans stores in Europe between the end of June and mid-July: Paris, France; Milan, Italy; Madrid and Barcelona, Spain; London, UK (Oxford Street and Covent Garden); Amsterdam, Netherlands; Cologne, Germany.

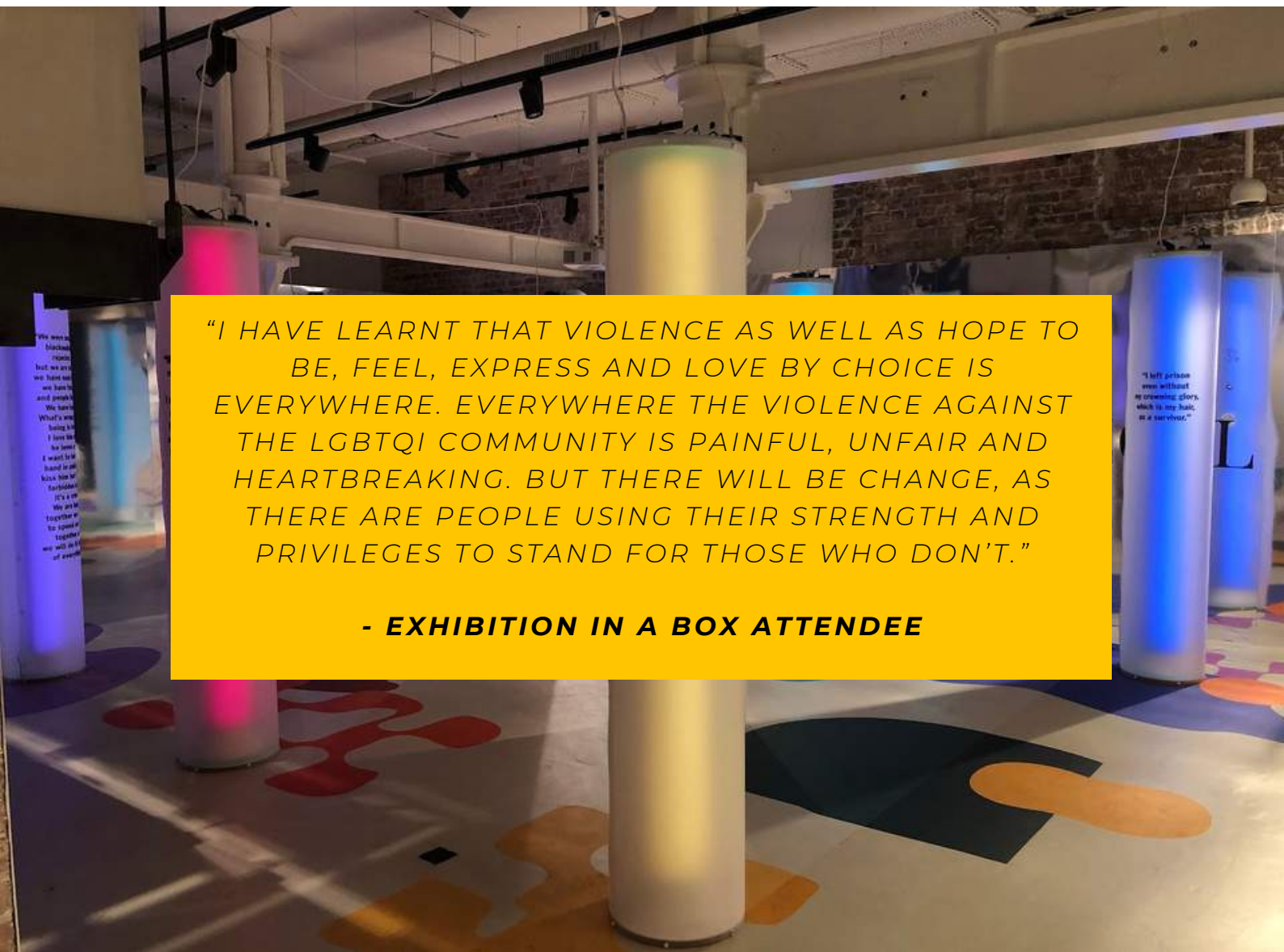
# MONITORING & EVALUATION

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Exhibiting *Where Love Is Illegal* stories in communities where queer rights are threatened has been a powerful and rewarding experience, but not without its logistical challenges. In the end, all but one exhibition was able to go on as planned; only Cameroon delayed their exhibition due to safety concerns.

All local partners used the material as part of their advocacy, creating immediate benefits for their organizations and communities. Organizations have seen their networks grow, increasing their ability to advocate for their communities. Service providers have increased their visibility and enabled beneficiaries to more easily access their services. And queer organizations have created ongoing partnerships with national institutions.

Possibly the greatest impacts of this campaign are still to come: nearly half of all exhibit packages will be exhibited again in formal exhibition spaces and as educational material and advocacy tools for future Pride events around the world. These exhibitions are the first steps in creating a more inclusive world.



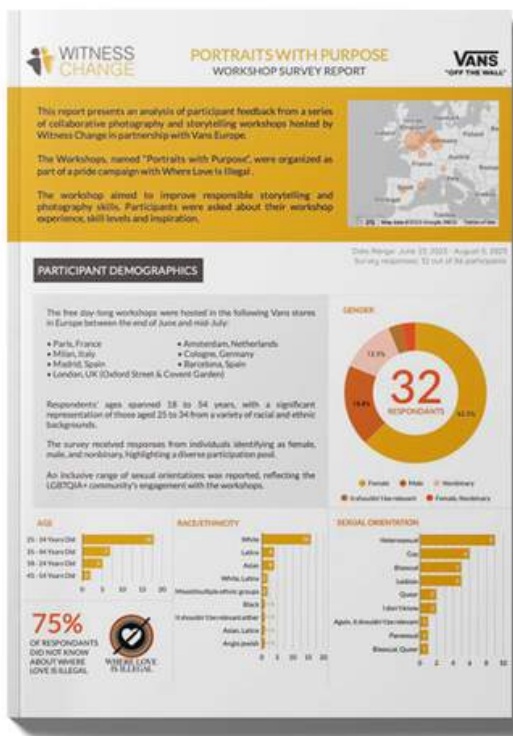
*"I HAVE LEARNT THAT VIOLENCE AS WELL AS HOPE TO BE, FEEL, EXPRESS AND LOVE BY CHOICE IS EVERYWHERE. EVERYWHERE THE VIOLENCE AGAINST THE LGBTQI COMMUNITY IS PAINFUL, UNFAIR AND HEARTBREAKING. BUT THERE WILL BE CHANGE, AS THERE ARE PEOPLE USING THEIR STRENGTH AND PRIVILEGES TO STAND FOR THOSE WHO DON'T."*

**- EXHIBITION IN A BOX ATTENDEE**

## EXHIBITION IN A BOX ATTENDEE SENTIMENTS

**92%** of attendees to these exhibitions reported that they learned something new. When asked if the exhibition inspired them to take action, **27** of the heterosexual respondents said they would like to speak out more against LGBTQIA+ discrimination and support the community in various ways. **79%** of attendees said they could relate to at least one of the stories in the exhibit.

## PORTRAITS WITH A PURPOSE EVALUATIVE REPORT



## SOCIAL MEDIA

With the WLII posts, the organic social media reach and engagement on *Witness Change* channels (Instagram, Facebook, Twitter) was extremely high.

On *Witness Change* platforms alone, the Vans activations and EiB posts reached more than **219,00**: more than our total follower count, a very high reach to achieve nearly entirely organically.

On the WLII Instagram account, 2023 posts reached **2.1 million**, and the average post engagement rate was **6.26%**, a rate considered 'very high' for Instagram. The Vans workshop reel with **14.3K** views was the most successful video post on the *Witness Change* channel.

*Witness Change's* commitment to collaboration and inclusivity was evident in the six partnerships forged in 2023, particularly with five talented queer photographers who compiled unique LGBTQI+ experiences from different corners of the world. The Exhibition In a Box campaign during Pride Month resonated globally, with stories reaching a vast audience through social media channels.

# WITNESS CHANGE

## MONITORING & EVALUATION

*Witness Change* is committed to creating storytelling with impact. To evaluate the effectiveness of campaigns, the Monitoring and Evaluation (M&E) team conducts pre- and post-partnership surveys with partners and collects feedback from individuals who experience *Witness Change* programs. These findings help *Witness Change* prove its effectiveness and are referenced in this report. Data is collected through pre and post-surveys with implementation partners and beneficiaries of the workshops and campaigns run by *Witness Change*. These are commonly conducted by *Witness Change* staff using digital surveys, as well as distributed by partners at exhibitions and social media sentiment analysis surveys completed voluntarily. Success is measured through;

1) INCREASED VISIBILITY OF WITNESS CHANGE, ITS PROJECTS, AND THE LIVED REALITIES OF THE PEOPLE WHO SHARE THEIR STORIES (I.E. CONTRIBUTORS) RESULTING IN REDUCED STIGMA IN/TOWARDS TARGET COMMUNITIES

2) INCREASED SKILLS OF WORKSHOP PARTICIPANTS IN PHOTOGRAPHY AND STORYTELLING RESULTING IN CAPACITY BUILDING BY TRAINING EARLY CAREER PHOTOGRAPHERS IN IMPACT-FOCUSED STORYTELLING

3) INCREASED CONFIDENCE OF WORKSHOP PARTICIPANTS IN PHOTOGRAPHY AND STORYTELLING, RESULTING IN INCREASED AGENCY BY SUPPORTING MARGINALIZED GROUPS TO BE AT THE CENTER OF NARRATIVES ABOUT THEM

4) ACHIEVED PROJECT GOALS OF PARTNERS AND WITNESS CHANGE

5) WILLINGNESS OF PARTNERS AND FUNDERS TO COLLABORATE AGAIN IN THE FUTURE

6) POSITIVE FEEDBACK AND EXPERIENCES FROM STAKEHOLDERS

8) INCREASED MEDIA COVERAGE OF WITNESS CHANGE PROJECTS

## COMPREHENSIVE M&E REPORTS AVAILABLE ON REQUEST.

## THE TEAM:

The work of *Witness Change* is delivered by a small team of part-time employees, a large number of volunteers, and a fluctuating number of contractors. The strategic direction is formed in conversation with the Board and with consultation provided by the Advisory Board.

### DELIVERY TEAM:

ROBIN HAMMOND  
AUDE BARBERA  
WILLIAM LOUNSBURY  
STEPHANIE BURNETT  
SARAH SYED

### BOARD OF DIRECTORS:

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ROBIN HAMMOND  
BRAM HANEKOM  
LEIGH ANN WEBSTER

### OUR PARTNERS INCLUDE:

ALLEN & OVERY | BABEL - MIGRANTS MENTAL HEALTH | DOCTORS WITHOUT BORDERS (MSF) | ELTON JOHN AIDS FOUNDATION (EJAF) | HOOTSUITE | HUMAN RIGHTS WATCH | HUMANITY & INCLUSION (FORMALLY HANDICAP INTERNATIONAL) | ICRC | INGKA | INTERNATIONAL ORGANIZATION FOR MIGRATION | MÉDECINS SANS FRONTIÈRES | OPEN SOCIETY FOUNDATIONS (OSF) | OUTRIGHT INTERNATIONAL | REFOCUS MEDIA LAB | THE GATES FOUNDATION | THE HEINRICH BÖLL FOUNDATION | THE REFUGEE JOURNALISM PROJECT | THE UNITED NATIONS | TRANSLATION COMMONS | TRINT | UNICEF | VANS | WORLD BANK | 99 DESIGNS

...AND THE 25+ GRASSROOTS EXHIBITION IN A BOX PARTNERS LISTED PREVIOUSLY.

### KEY VOLUNTEERS:

MADELEINE BAZIL, ANGELA PRITCHETT, VERONICA SCHORR, BARNABY FALCK, ELEANOR UPDEGRAFF, FANNY VILLIERS, ELIJAH, CAMILA SARASOLA, OBADA SHANAB, TASNEEM ABU AL-KHAIR

### ADVISORY BOARD:

MICHAEL BARRON, EMINA CERIMOVIĆ, KASHA NABAGESERA, PRAGYA LODHA, DR. LANGTON MIRIYOGA, MARIAH MOORE, HAUWA OJEIFO, HOWARD PULCHIN

# THE FUTURE

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We are a small organization with big ambitions. 2024 is starting to look like a year when those ambitions may be realized. Several partners have pledged their support for projects. Their funding will allow us to create the impact that is central to our mission.

In regards to projects: it is not possible to speak of certainties here, but we can confidently say that 2024 will be a big year for *1000 Dreams*. We have big plans for *Where Love Is Illegal* too, but funding has yet to be confirmed. And there's the highest probability yet that the Prison Project will get off the ground.

As for *Witness Change*, the organization: we have good people working at *Witness Change*. We are all growing and getting better at what we do. We also have great systems in place, and we are diligent about maintaining and constantly improving them. Projects only exist to create impact; we must stick to our impact plans, and ensure our accountability processes are rigorous so that we can achieve our impact goals - impact is why we exist.

We have to learn the lessons of 2023:

- Funding for next year has to start this year
- All projects will be harder, more complicated, and take longer than we think. Bake this into planning.
- Senior members must support junior members to take on more responsibility.

**If we do all this, we may have our best year yet.**







# WITNESS CHANGE

