



VALUE PROPOSITION

Witness Change is an international, non-profit organization that uses interviews, testimonies, film, and photography to support marginalized people.

We have three ongoing, foundational programs, in addition to a series of other projects working towards change:

- ***Where Love Is Illegal*** (started 2015) - amplifying LGBTQI+ stories of survival.
- ***In My World*** (started 2011) - supporting people with mental health issues to be seen and heard.
- ***1000 Dreams*** (started 2019) - helping refugees take control of the narratives that define them.

Under each of these programs, we amplify the voices of excluded people through workshops, exhibitions, publications, social media campaigns, educational materials, and presentations - all designed to advocate for positive change and redefine how we view one another.

With the support of companies, foundations, and individuals, we work to bring about positive change for people who need it most and innovate and advance how we do it.

We invite you to join us as a **Supporter**, **Accelerator**, **Partner**, **Maker of Change**, and **Enabler**. The following examples showcase how organizations have extended our work.

1. **Change Supporter:** advance *Witness Change*'s on-the-ground partnerships.

Example: *Witness Change*, supported by Vans, produced 28 exhibitions of its flagship *Where Love is Illegal* program which were distributed to LGBTQI+ grassroots organizations around the world. From Tulsa, Oklahoma, to Addis Ababa, Ethiopia, every exhibition has been used by local partners to support their advocacy and further queer rights in their communities. Local organizations continue to tour the exhibitions and share them with regional partners, ensuring these queer stories are not just seen in the West, but in other countries where change is also greatly needed.

Level of support: \$25,000

2. **Change Accelerator:** co-develop original project elements for *Witness Change* programs.

Example: *Witness Change* knows that marginalized communities often lack the training, tools, or platforms to share their stories. Using a pedagogical approach developed over workshops in 20 countries, *Witness Change* has successfully taught more than 100 people from marginalized

communities to share their own stories. Their work has been published in The Guardian, Der Spiegel, and National Geographic and exhibited inside the halls of the European Parliament. Funding these workshops not only amplifies the voices of marginalized storytellers but also gives them the tools (cameras, lighting, knowledge) to be the new generation of storytellers.

Level of support: \$50,000

3. Change Partner: co-develop a new project with *Witness Change*.

Example: *The Elton John Aids Foundation (EJAF)* funded a new storytelling project and workshop to bring the voices of people at high risk of HIV/AIDS to a global audience. *Witness Change* traveled to three countries collecting stories from regions as diverse as major African capitals to remote desert camps where few journalists or activists have traveled. The work was used in campaigning at the 2018 International Aids Conference in The Netherlands and stories were published as an interactive feature in the New York Times with the article written by Elton John. These pictures, stories, and voices continue to be used by *EJAF* to campaign for the rights of vulnerable LGBTQI+ communities around the world.

Level of support: \$100,000

4. Change Maker: co-develop a *Signature* program with *Witness Change*

Example: With support from the *Open Societies Foundation (OSF)*, *Witness Change* was able to create its newest program, *1000 Dreams*. This long-term narrative change program trains and equips refugees to become photojournalists, and then supports them to document the stories of refugees around Europe. The goal of *1000 Dreams* is to counter the pervasive, harmful narratives that have come to dominate conversations about refugees. To do this, *Witness Change* has trained more than 75 refugees through nine workshops on the continent. These *1000 Dreams* graduates have gone on to tell the stories of 800 refugees. Their stories have been published around the world and exhibited multiple times, including at the European Parliament. *OSF's* support funded *Witness Change* to develop, with the support of refugee experts, this program, and provide long-term support to a diverse network of refugee storytellers. *1000 Dreams* has given refugees the skills and tools to make change happen.

Level of support: \$250,000

5. Change Enabler: elevating *Witness Change's* core operations

Witness Change creates impactful storytelling projects for marginalized people around the world. This is only possible because of the team and talent it takes to create and run the organization's life-changing projects. A Change Enabler provides critical operational support and ensures that *Witness Change* team members can focus on the work that matters most.

Level of support: \$250,000