



about Breakthrough

We are a global human rights organization and a recognized pioneer of innovative social change.

We use a potent mix of media, pop culture, community education, and leadership training to inspire people to take bold action for dignity, equality, and justice.

We believe that human rights are more than a matter of oppression in far-off lands. They are intrinsic to the way we treat each other in our communities, in our families, and in our homes.

We empower a new generation of leaders to stand for human rights by using multimedia tools — video games, music videos, and more — that transform hearts, minds, and actions.

We work currently to promote the human rights of women, calling on men in particular to help build a world in which women and families are safe in their homes and limitless in their ambitions.

We operate out of centers in the U.S. (New York) and India (New Delhi), with expansions underway to Bangladesh, Nepal, and more.

our impact

- 130 million people in India alone learned how men can and must stand up against domestic violence through our award-winning multimedia Bell Bajao (Ring the Bell) campaign, adapted in China, Vietnam and Malaysia and now going global
- 6 million people learned about the rights and contributions of immigrant women in the U.S. through our #ImHere campaign, helping push immigration to the top of the national agenda during the 2012 election
- 75,000 young people trained to be lifelong ambassadors for human rights and 50,000 adolescent girls came to understand their sexual health and rights through our Rights Advocates program
- Millions worldwide have learned about immigrants' human rights through our groundbreaking video games including ICED and America 2049
- Innovative programs launched to address early marriage, sex-selective elimination, and more

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