

Invisible Children (IC) Fact Sheet

www.invisiblechildren.com

The Numbers:

Since 1986 (the beginning of the war), in northern Uganda:

- Over 100,000 innocent civilians have been killed.
- Over 30,000 children have been abducted.
- At the height of displacement, 1.8 million were displaced.

In 2006, Joseph Kony and the Lord's Resistance Army (LRA) left Uganda to continue their terror across the Democratic Republic of Congo (DRC), the Central African Republic (CAR), and southern Sudan. Since 2008, this is what they've inflicted on those countries:

Displacement:

- DRC: 280,000
- southern Sudan: 87,000
- CAR: 26,000

Civilian Deaths:

- DRC: 2,800
- southern Sudan: 135
- CAR: 255

LRA Strength:

- 1200 Total
 - 800 Estimated in Captivity
 - 400 Estimated LRA fighters

In response to the new strategy by Kony and the LRA, Invisible Children is actively working in these central African countries to provide radio towers (improving communication in villages where communication is non-existent), rescue (search teams finding former child soldiers deserted by the LRA), and rehabilitation (for child soldiers when they return home).

But even with the LRA out of northern Uganda, two decades of war left behind devastating effects. Invisible Children is focusing on raising the standard of education in this region by providing scholarships and rebuilding war-affected schools. These are the secondary school students (Grades 7-12 in North America) Invisible Children is working with:

- 45% of students are girls; 55% are boys
- 91% of students are orphans—44.9% are partial orphans, 46.1% are total orphans
- 26.1% of students are orphans because of HIV/AIDS
- 23.9% of students are orphans due to war
- 5.5% of students are members of child-headed families

- 4.3% of students are child mothers
- 13.7% of students have been abducted by the LRA at least once

Invisible Children Programs

Legacy Scholarship Program (LSP)

- 590 Secondary school students
- 200 University students
- 24 Mentors, all full-time Invisible Children Uganda staff
- 25 Partner secondary schools
- 14 Partner universities
- 5 Main home districts for scholarship students (Gulu, Amuru, Pader, Nwoya, and Kitgum)

Schools for Schools (S4S)

- 11 Partner secondary schools
- 9,048 Secondary students attend the 11 schools (65% male, 35% female)
- 316 Local teachers teach in the 11 schools
- 4 Districts of operation (Amuru, Gulu, Nwoya, and Pader)

The Teacher Exchange (TeX)

- 27 International teachers team taught for six weeks in Uganda
- 32 Ugandan teachers team taught with visiting teachers
- 9 S4S partner schools were involved in 2010's summer teacher exchange
- 6 Ugandan teachers traveled to the US for one month of team teaching

Village Savings and Loan Associations (VSLA)

- 50 Savings groups of 20 members each
- 1,000 Total number of community members involved (and only one adult per household is allowed to participate)
- 115 Members are former bracelet makers
- 8 Groups are in Amuru District
- 27 Groups are in Gulu District
- 15 Groups are in Pader District

MEND

- 13 Seamstresses, all former LRA abductees
- 4,000+ Bags produced in fiscal year 2010 (all styles—messenger, cinch, and limited edition styles)

PARTNERSHIP STATISTICS FOR 2010

Conservation Cotton Initiative Uganda (CCIU)

- 1,000 Farmers grew cotton with CCIU in fiscal year 2010

- 3,000+ Farmers are expected to grow cotton with CCIU in FY 2011
- 70,000 T-shirts were produced with CCIU cotton
- 5 Secondary schools in northern Uganda are working with CCIU to grow cotton as an income generating activity

The Story:

Mission Statement:

Invisible Children uses film, creativity and social action to end the use of child soldiers in Joseph Kony's rebel war and restore LRA-affected communities in central Africa to peace and prosperity.

Invisible Children, Inc.:

Invisible Children is a social, political and global movement using the transformative power of story to change lives. By inspiring youth culture to value creativity, idealism and sacrifice, the movement fuels the most effective, adaptable and innovative programs in the world.

- Began in Spring of 2003 when founders Jason Russell, Laren Poole, and Bobby Bailey traveled to Africa in search of a story—and discovered over two decades of war in northern Uganda.
- As the war has evolved, so has IC in order to better meet the developing needs in central Africa. In the Summer of 2010, IC launched the Congo Initiative, expanding our previously exclusive involvement in northern Uganda across central Africa.
- While continuing efforts to stop Joseph Kony's war and use of child soldiers, IC has established economic and educational initiatives including: Legacy Scholarships and a mentor program, the Schools for Schools program, MEND, Village Savings and Loans Associations, Conservation Cotton Initiative, the Bracelet Campaign.

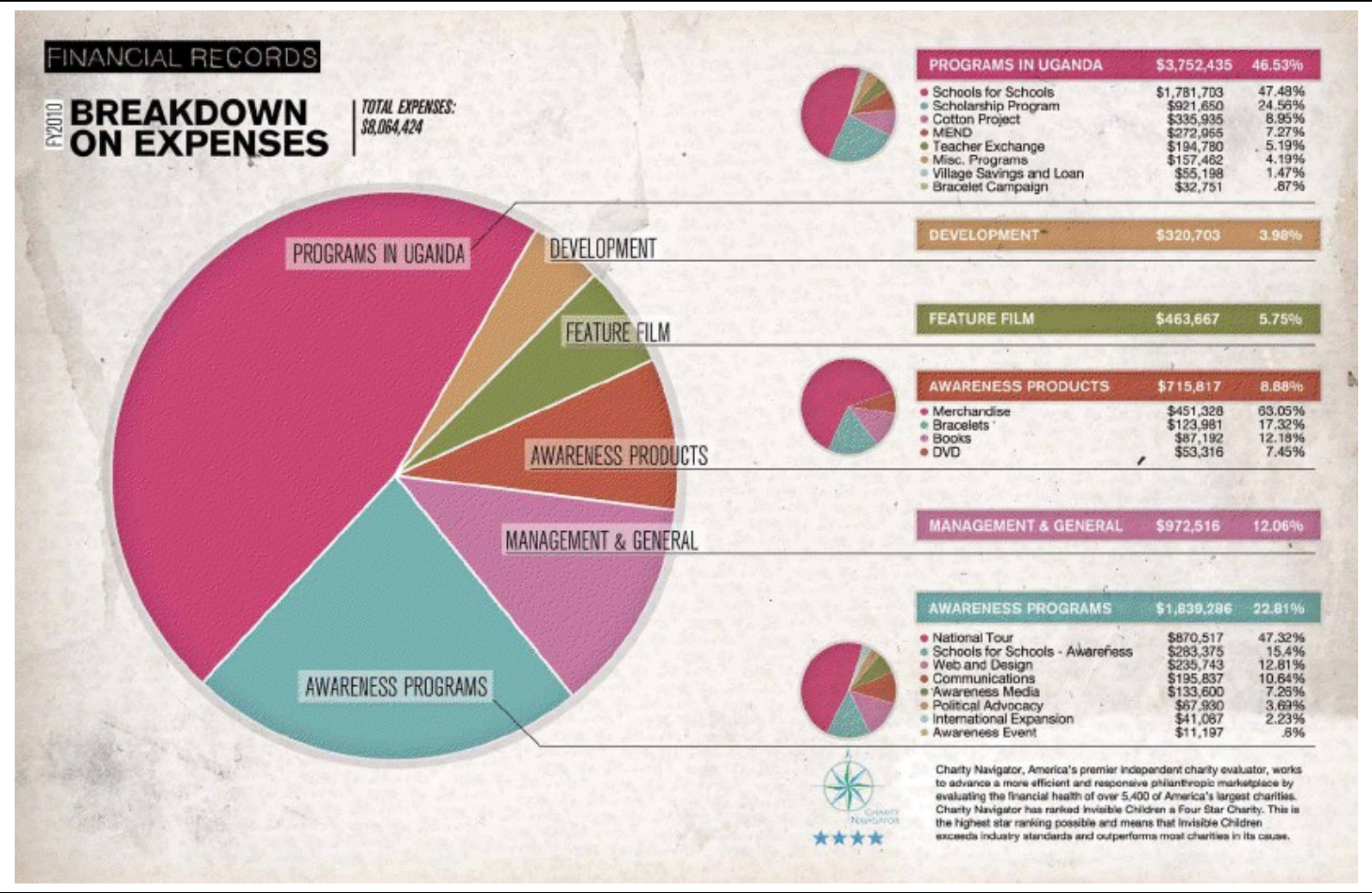
The Three-Part Structure:

- **Movie:** The art and creativity that goes into telling the story of Africa's longest running war begins here. From graphic design to video podcasts and the feature film, this is where stories are collected, packaged and presented with the quality and artistry that they deserve.
- **Movement:** This is the fuel in the greater machine of Invisible Children. The goals of The Movement are to raise awareness, promote advocacy, and raise funds for the development work in central Africa. To accomplish this, we utilize our own creativity to spread the word and inspire people to act. Just a few elements of The Movement are: national and international tours, benefit events & conferences, and the Schools for Schools program.
- **Mission:** This encompasses our work on the ground in central Africa, as well as the relationship between our western office, our Ugandan offices, and our current Congo expansion offices. There is a daily dialogue between all of these staffs that keep our

programs up and running. Among other programs, the Mission includes the Bracelet Campaign and Legacy Scholarships.

Financials

Here is a quick look at the breakdown of IC expenses. For more details, please visit www.invisiblechildren.com/financials.



More than the facts and figures of the financials, we pride ourselves on the effectiveness of the programs; we believe that the results and sustainability of our efforts and our policy of total transparency allows our supporters to better understand how we allocate resources.

Tours:

Between 2005 and 2010, IC media has been screened in 10,550+ venues reaching over 4 million viewers.

List of tours:

- “Invisible Children: Rough Cut” West Coast Tour (Bobby, Jason, Laren), 2004.
- “Invisible Children: Rough Cut” + Promo G.N.C., First National I.C. tour, fall. 2006
- “Invisible Children: Rough Cut” + Promo S4S and Displace Me, Second National I.C. tour, spring 2007.
- “Emmy” bracelet video + S4S video follow up, fall 2007.
- “Sunday” bracelet video + TRI campaign, spring 2008.
- “GO!” documentary + 3rd round of S4S, fall 2008.
- “The Rescue Tour”, Promo Rescue Event, First international tour, spring 2009
- Fall S4S Tour, “GO!” documentary and “The Rescue”, fall 2009.
- “Legacy Tour”, films featured a Ugandan who accompanied the team on the tour + Promo Legacy Scholarship donations, spring 2010.
- “Face to Face Tour” + Promo Legacy scholarships, and S4S, fall 2010.
- “Congo Tour”, “Tony”, spring 2011.

IC Programs:

Rather than fostering a culture of dependency, we help by funding local initiatives and providing access to education, communication, and sustainable economic organization:

Through IC’s programs and initiatives:

- Over 1,000 university and secondary school scholarships are given to the most deserving of Uganda’s youth
- The quality of education has been improved for 8,400 secondary students and rebuilt 11 secondary schools
- Over 1,000 displaced Ugandan families have been resettled through MEND, CCI, and VSLA.
- 182 bracelet makers have been employed through the bracelet campaign. The artists are educated in investment to contribute to economic stimulation in their communities.
- More than 2,000 schools across America have raised over five million dollars to rebuild and improve Uganda’s war-affected schools.
- Over two million books were raised through IC’s book drive.

Programs:

- Book Drive: partnered with Better World Books, IC collected and donated books as part of the Schools for Schools program.
- Bracelet Campaign: IC’s first economic initiative in Uganda. Bracelets were made by local artists and packaged with a short film. These films are sold at screenings and on our website -- providing a sustainable revenue for Invisible Children’s operations. As a result, the local economies were stimulated and the bracelet makers were given access to VSLA, a savings and loan program.
- Congo Initiative: Launched in the summer of 2010, IC is expanding its efforts into the DRC with plans to construct radio towers and rehabilitation centers

- Conservation Cotton Initiative (CCI): In partnership with other organizations, the goal of CCI is to create socially and environmentally beneficial business in northern Uganda through the use of an innovative in-country supply chain.
- Legacy Scholarship and Mentorship: Provides full-ride scholarships and full-time Ugandan mentors for war-affected secondary school and university students. Scholarships are merit-based awarded to at-risk and high achieving Ugandan students.
- MEND: A socially and environmentally responsible company established as an economic initiative, employing former LRA abducted women in northern Uganda. The women craft and personalize handbags, providing them an income and those who purchase the bags a direct connection to the craftswomen.
- Schools for Schools: An education-based program that provides schools around the world with an opportunity to directly raise funds and awareness to help renovate and rebuild war-affected secondary schools in northern Uganda.
- Teacher Exchange Program: A reciprocal program in which Ugandan and American teachers work side by side both in the U.S. and in Uganda to present and enhance educational models.
- Village Savings and Loan Association: Established as an outlet for former beneficiaries of the IC bracelet campaign to continue their savings practice through this self-designated micro-finance initiative.

IC Awareness/Advocacy Events

Global Night Commute:

- Invisible Children's first National Event held on April 29, 2006. The youth of America walked to their city centers to sleep outside in support of the children of northern Uganda, who were forced to walk to their city centers every night to gain protection from the LRA.
- One of the biggest demonstrations in the U.S. for Africa, changing culture, policy and lives.
- Took place in approximately 126 U.S. cities
- 80,000 participants
- 60,000 letters handwritten to Congress

Displace Me:

- During Invisible Children's second national event, more than 68,000 Americans came together in 15 cities across the U.S. to actively respond to the crisis in northern Uganda's Internally Displaced Person (IDP) camps. Created to be an experiential event, "Displace Me" used storytelling to personalize a tragedy largely unknown to the international community.
- April 28, 2007
- 15 U.S. cities
- 68,000 participants
- 25,000 letters handwritten to Congress

The Rescue:

- Invisible Children's third international awareness event occurred in 100 cities across 10 countries on April 25th, 2009. Individuals chose to "abduct themselves for the abducted" and stand in solidarity with the child soldiers. Participants wrote letters to their elected officials and rallied for a political or cultural figure to come and "Rescue" them by making a public statement on behalf of the child soldiers.
- 85,000 participants Worldwide
- "Rescuers" included: US Rep. John Lewis, Kristen Bell, Kirsten Dunst, Sen. James Inhofe, and director Tom Shadyac
- Covered by 40 media outlets including CNN Intl, MTV, and The Oprah Winfrey Show

How It Ends:

- A lobbying event held on June 22-23, 2009 coordinated by Invisible Children in partnership with Resolve Uganda and The Enough Project. Two thousand people, from more than 350 Congressional districts in 46 states, lobbied their senators and representatives to support the Lord's Resistance Army Disarmament and Northern Uganda Recovery Act, making it the largest lobbying event ever held for an African country.
- Washington, DC
- 2,000 participants
- 350 congressional districts and 46 states represented

Hometown Shakedown:

- November 18, 2009
- 15 members of Congress added their support to The Bill in within 48 hours
- Eventually, 64 Senators and 164 representatives cosponsored The Bill

Coburn say Yes! Campaign:

- March 2010
- Oklahoma City, OK
- 70 participants and grew in numbers over the 262 hours
- Compromise reached on March 9, 2010 which allowed The Bill to pass in the Senate

The Bill: "The LRA Disarmament and Northern Uganda Recovery Act"

- Passed by Congress on May 13, 2010
- Aims to help stop the immediate violence and end the conflict at large
- After 180 days in development, preceded by more than one year of committed activism, on November 24, 2010, Pres. Obama provided Congress with his strategy to help stop the violence perpetrated by the LRA and rebuild affected communities. It is entitled the "Strategy to Support the Disarmament of the Lord's Resistance Army."

History and State of the War

The war in northern Uganda has been called the most neglected humanitarian emergency in the world today. For the past 25 years, the Lord's Resistance Army (LRA) and the government of Uganda have been waging a war that has left nearly two million innocent civilians caught in the middle.

LRA (Lord's Resistance Army):

- Rebel group founded in 1986 by Joseph Kony. Since their formation, the LRA has been responsible for the abduction of over 30,000 children in northern Uganda, the Democratic Republic of Congo, Sudan and the Central African Republic
- It is estimated that more than 90% of the LRA's troops were abducted as children.
- Joseph Kony's terror began under the veil of a cult 'spiritual' movement and has evolved into senseless and merciless crimes against humanity.

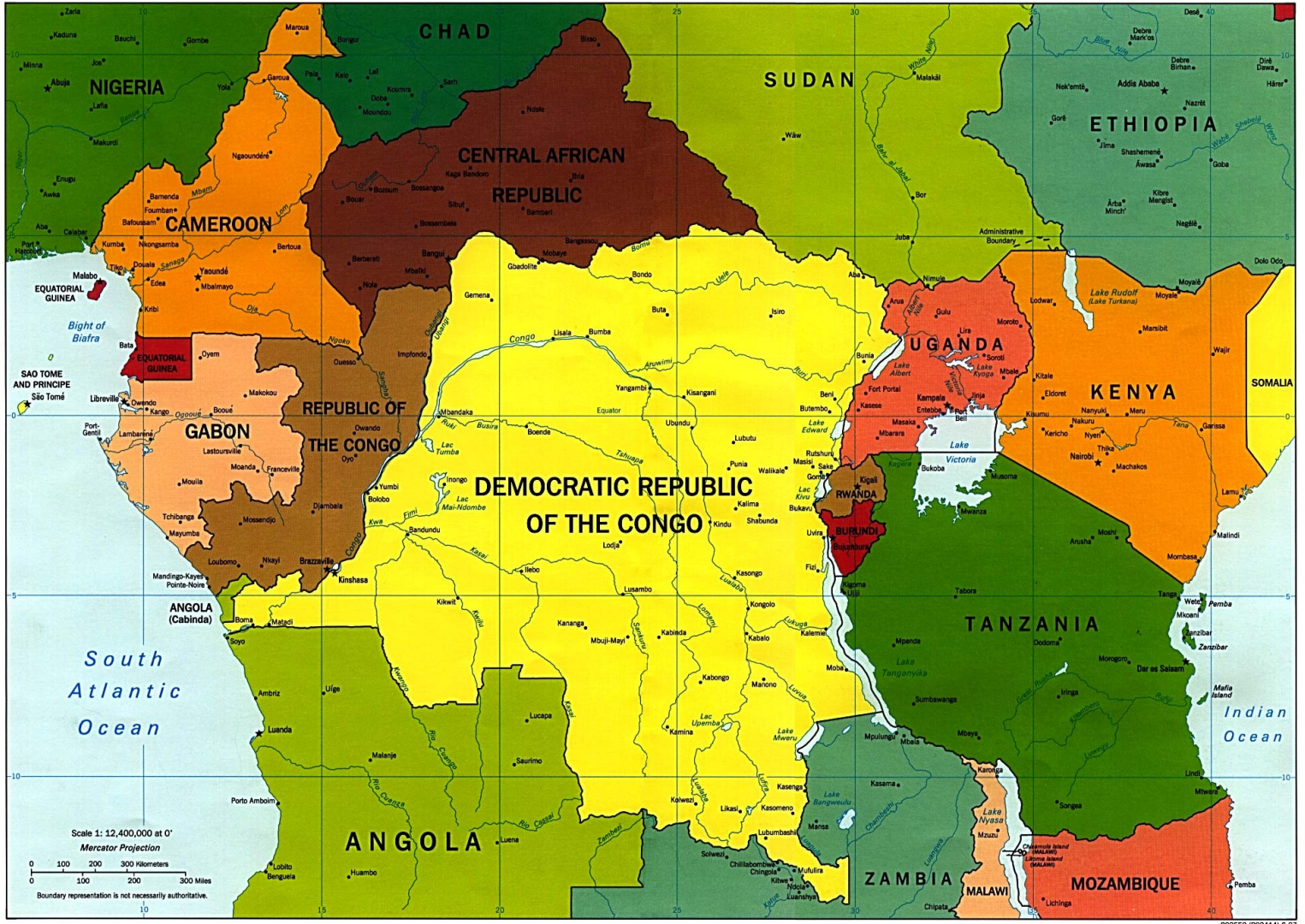
Juba Peace Process:

- 2006-2008
- Held in Juba, Southern Sudan
- Mediated negotiations between the government of Uganda and the LRA over terms of ceasefire and possible peace agreement
- April 2008, Joseph Kony refuses to sign the peace agreement
- June 2008, LRA attacks southern Sudanese town; the peace process officially comes to an end.

More Recent Activity:

Since September 2008, hostility in the Orientale province in DR Congo and Western Equatoria in South Sudan has reached a feverish pitch. LRA attacks have become more frequent and hostile, provoking military action against the rebel group. In an unprecedented joint military operation, the governments of Uganda, DR Congo, South Sudan and the Central African Republic launched an attack on LRA strongholds within DR Congo. "Operation Lightning Thunder", the name designated for the counteroffensive, was largely unsuccessful in light of both the failure to reach top LRA leadership and the onslaught of violence that followed. One month later on December 24th, 2008, the LRA launched a retaliatory attack against the people of DR Congo. In apparent desperation and a renewed will to spread terror to DR Congo, the LRA murdered over six hundred and abducted more than one hundred and sixty children to fight amongst its ranks. More than 104,000 Congolese have been displaced since, in attempts to escape the LRA forces.

Central Africa



The Current Tour, “Congo Tour,” Screening: “Tony”:

- 17 teams, made up of 68 roadies
- 1,700 screenings

Goals for 2011:

Congo Initiative:

- Radio Towers:
 - Will serve as a monitoring and alert system for civilians in high risk areas vulnerable to the LRA.

- When IC asked the Congolese leaders what we could do to help, they explicitly cited the need for communication capabilities -- the Radio Tower project was immediately born.
- Rehabilitation Centers:
 - These will not only provide psychosocial support, safety and counseling for the former child soldiers, but educate their families and the greater community about the LRA and the abductees.
 - Provide a safe place for journalists so that international media has access to witness and report on the events in central Africa.
- The “25”·
 - For 25,000 people to sign up for “Twenty-Five”, the end of the tour event held April 25, 2011.

People, Positions, and Terms

Invisible Children Staff:

- CEO: Ben Keeseey
- Founders and Active Executive Council: Jason Russell, Laren Poole
- COO: Chris Carver
- IC Uganda Country Director: Jolly Grace Okot

Yoweri Museveni: President of Uganda (1986 – present). Took presidency by force but has been credited for his national response to the HIV/AIDS crisis and for bringing economic prosperity to Uganda. Faces criticism for his involvement in east African conflicts, including an invasion of D.R.C. and the continuing war in northern Uganda

Alice Lakwena: Ugandan priestess and rebel leader who was a member of the Acholi ethnolinguistic group and a self-proclaimed mystic who founded the cult-like Holy Spirit Movement (HSM). Called for the overthrow of the Ugandan government.

Joseph Kony: Founder and leader of the Lord’s Resistance Army. Claims to be Alice Lakwena’s cousin in an attempt to give him and his army legitimacy. Born in 1962, Kony has been in the “bush” since 1987

Child Soldier (According to UNICEF): "A 'child soldier' is defined as any child - boy or girl - under 18 years of age, who is part of any kind of regular or irregular armed force or armed group in any capacity, including, but not limited to: cooks, porters, messengers, and anyone accompanying such groups other than family members. It includes girls and boys recruited for sexual purposes and/or forced marriage. The definition, therefore, does not only refer to a child who is carrying, or has carried weapons”

Roadies: These are the young, energetic, and inspired individuals that volunteer months of their lives, driving around the country screening IC media. They are dedicated to the cause and ask the thousands they meet while on tour to stand beside them in IC's efforts to end the war in central Africa.

More information on the programs, campaigns, and the story behind Invisible Children is available at www.invisiblechildren.com.

If you have any questions, please email Josh Elwell at josh@invisiblechildren.com.

For more numbers and history about the war, refer to www.theresolve.org/key-statistics.