

# Proof that our efforts are working



▶ 81% of LRA escapees say that “come home” messaging has played a role in their decision to leave the LRA



▶ The LRA has decreased in size from 2,700 combatants in 1999 to 253 combatants today



▶ More fighters left the LRA in 2012 than in the previous three years combined



▶ Kidnappings by the LRA decreased 67% from 2010 to 2012

▶ Killings by the LRA decreased by 93% from 2010 to 2012

## Words of validation



- BARACK OBAMA

*“You’ve harnessed the tools of the digital age -- online maps and satellites and a video and social media campaign seen by millions. You understand that change comes from the bottom up, from the grassroots. You understand -- to quote the task force convened by [the Holocaust] museum -- ‘preventing genocide is an achievable goal.’ It is an achievable goal. It is one that does not start from the top; it starts from the bottom up.”*



- EMMANUEL DABA, Radio Operator for Radio Zereda, Central African Republic

*“While I was broadcasting in Acholi, there was an LRA fighter near town listening to our programs and sensitization messages. I indicated the place where the LRA could come out from the bush. This same night, the combatant surrendered his weapons and was able to reach the Ugandan army. So yes, there has been change and success. I feel at ease and it pleases me very much when I think about how LRA combatants are continuing to leave the bush.”*



- ABBE BENOIT KINALEGU, Director of CDJP, Democratic Republic of Congo

*“Up to today, the LRA continues its attacks against the civilian population. The attacks are so numerous that I’m not able to come up with a number. But things are beginning to change since our partnership with Invisible Children. This aid is not only urgent, but it’s meant to be sustainable for the long term.”*



- JEREMY RIFKIN, Economist and author of The Empathic Civilization

*“If we can take what you’re doing with Invisible Children, and magnify that towards every country, every part of society, every part of the young generation, we will save the species and save the planet.”*



- Charity Navigator

*“We give the charity 4 out of a possible 4 stars for its Financial Health. It spends upwards of 80% of its budget on its programs and services. As such, Invisible Children is actually outperforming most charities in our database in terms of how it allocates its expenses.”*