

Highlights from FY2012

Between now and the end of the year Invisible Children will be releasing a series of financial documents from Fiscal Year 2012--starting with our Form 990 and followed by the full audited financial statements and the annual report. As those documents become available we want to highlight a few of this year's financial (and organizational) accomplishments.

First, we are pleased to say that in FY2012 81.48% of Invisible Children's expenses went towards our four program areas: [media](#), [mobilization](#), [protection](#) and [recovery](#). 5.53% was to fundraising and 12.99% went to administrative and general costs.

Second, this year we re-visited the way we communicate our mission and model, which led to the creation of a sort of extended mission statement. The process of articulating what we do and how we do it has reinforced our goals and further focused our efforts.

MODEL: Invisible Children focuses exclusively on the LRA conflict through an integrated four-part model that addresses the problem in its entirety: immediate needs and long-term effects.



Media:

We create films to document LRA atrocities, introduce new audiences to the conflict, and inspire global action.



Mobilization

We mobilize massive groups of people to support and advance international efforts to end LRA atrocities.



Protection

We work with regional partners to build and expand systems that warn remote communities of LRA attacks and encourage members of the LRA to peacefully surrender.



Recovery

We work to rehabilitate children directly affected by the LRA and invest in education and economic recovery programs in the post-conflict region to promote lasting peace.

A third thing you'll notice in the Form 990 is that we ended the fiscal year with a surplus. Every year we make a careful budget based on how much money we think will come in from donations, product purchases, grants, etc. Based on that estimate we set goals and allocate money to each of our programs for the upcoming year. If more money comes in than we expected and budgeted for--as was the case in FY2012 because of KONY 2012--we have a surplus of funds.

That surplus of \$10.5 million will be incorporated into the FY2013 budget as well as longer-term plans. We will continue to invest money according to our four-part model, and we will invest in each program area in similar proportions as we did in FY2012 and FY2011.

There it is: this year 81.48% of our budget went to programs; we defined and articulated our untraditional four-part model; and we ended the year with a surplus that puts us in a position to invest in the long-term sustainability of our programs and come closer to achieving our mission to bring a permanent end to LRA atrocities.

Thank you for your support of Invisible Children, and please let us answer any questions you have.

Call our San Diego office (619.562.2799) or email us (info@invisiblechildren.com).