



Survivors Fund (SURF) Media Kit

General Information

Vision

A world where the rights and dignity of survivors are respected.

Mission

Survivors Fund exists to rebuild a sense of self and trust in humanity among the survivors of the Rwandan genocide.

Guiding Principles

The principles that guide SURF's work and activities are:

- Ensuring that the interests of the survivors are represented in all aspects of work and that the support provided is the product of communication between SURF and the survivors.
- Identifying with the survivors, sharing compassion with their cause and helping to strengthen the support structures within their communities.
- Committing to aid survivors in overcoming the many challenges facing them, including meeting their basic needs and having their rights respected.
- Recognising the needs of survivors living outside of their home country, connecting them with their home country and building a sense of mutual solidarity. Encouraging reconciliation and peaceful co-existence, by increasing dialogue, cooperation through psychosocial healing and improved physical/social conditions and services.
- Making effective and efficient use of resources entrusted to us by openly accounting for our work and evaluating our effectiveness, thereby minimizing the administrative cost associated with the Survivors Fund.

Background on Survivors Fund

SURF works to improve the lives of the Rwandan Survivors of Genocide. While the genocide destroyed victims by inflicting excruciating physical

pain and terrifying mental abuse, the goal of SURF is to rebuild a sense of self and trust in humanity.

SURF was founded by a British Citizen of Rwandan origin (who lost 50 family members during the genocide) and other Rwandans based in UK, and concerned British individuals. Although support to survivors dates back to 1995, SURF was formally established and registered in 1997.

SURF continues to build a meaningful and lasting positive effect on the lives of those widows and orphans who survived the tragic events of the 1994 genocide in Rwanda. The continued attention, effort and success on behalf of the genocide survivors have been possible because of the commitment of individuals and partner organisations in Rwanda and the UK who have supported our work.

Despite the challenges that we continue to encounter, SURF has confidence that our supporters will stay with us in the long term to help make a difference to the lives of the Rwandan survivors of genocide.

General information about SURF's work and the projects it supports

SURF exists to promote the needs of survivors of the Rwandan genocide, to support their own efforts at rebuilding their lives and to ensure that the lessons of the 1994 genocide are not forgotten.

SURF focuses its efforts and attention on the followings primary areas of concentration:

- HIV and AIDS
- Psychosocial Support Projects
- Education/Vocational Training
- Income Generating Activities
- Shelter
- Legal Assistance/Advocacy

Videos, Images and Media Files

SURF's videos, images and media files

Over the years, Survivors Fund has assembled a sizable library of videos, images and other media files. These videos and images range from the testimonies of survivors and portraits of widows, to general project photos and Rwandan landscapes. Our media library has been built up over several years and tracks the growth and progress of SURF as an organisation, but also the progress that many survivors have made in the struggle to reclaim their lives.

SURF is happy to make its media library available, generally for free, upon request from bona fide individuals and organisations. SURF typically allows its media library to be used in awareness raising efforts, fundraising campaigns and other public-work which is sensitive and supportive of the cause of the survivors. However, each request for photos, videos, etc. is dealt with on a case by case basis. All requests for usage of SURF's media library should be forwarded directly to SURF's London office.

Media files for the Press

Survivors Fund has a series of images and videos already packaged for distribution to and use by journalists and members of the press. These materials cover a wide of information about SURF, its work, the people it helps and the organisations it supports in Rwanda.

Currently SURF has prepared materials on the following topics:

Videos

- Testimony of a widowed survivor
- Testimony of a child survivor
- A documentary about the building of the Humura Centre

- A documentary about a theatrical production in Rwanda called The Mother's Ring

Images

- Portrait of a widowed survivor
- Portrait of a child orphan
- Landscape scenes
- Homes built by SURF and its supporters for survivors of the genocide

Additional Print Materials

- Heroes of Our Time: Rwandan Courage and Survival (an exhibition of 40+ panels)
- Survivors Fund: Ten Years of Work (DVD+CD combo)
- Survival Against the Odds (hardcopy book)

PLEASE NOTE that SURF is regularly adding to its collection of resources. If seeking a particular resource that is not listed here, please contact the SURF office on +44 (0)20 7610 2859 or via email on info@survivors-fund.org.uk.

About SURF's Copyright

SURF is very protective of the resources within its archive and exerts its rights over the materials under its copyright. It is protective because the many photos, testimonies and videos have been entrusted to SURF by survivors. Some survivors have entrusted their testimonies yet wish to remain anonymous, and for this reason each "media usage" is dealt with on a case-by-case basis.

Usage of videos, images or other media files within SURF's library is not allowed without express permission of SURF. Moreover, no videos, images or other media can be altered by a 3rd party without the express permission of SURF.

Visual Identity Guidelines

For a detailed explanation of the logo usage guidelines concerning the SURF logo, please see the related document entitled SURF's Visual Identity Guidelines. SURF's Visual Identity Guidelines are available from SURF's London office.

Additional Resources

Aside from its collection of videos and photos, SURF also maintains a wide range of educational materials and information. Whilst the majority of these resources can be found online on the SURF website (www.survivors-fund.org.uk), SURF can also distribute most of the resources via email as PDF documents.

Contact details for SURF

Survivors Fund (SURF) is a registered UK charity, with its offices in West Brompton, London. Although SURF maintains a local office in Kigali, Rwanda (undertaking monitoring and evaluation of programmes), initial contact should be made through SURF's London Office.

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(e) info@survivors-fund.org.uk
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