

Congo Reform Association

Our mission is to inspire social action through story, film, and social media to end the Congo Conflict and create a self-sustaining, thriving Congo.

Helping NGOs
Tell Their Story
with Video &
New Media

Digital Platform
Web & App
Development

Original Content
Creation & Content
Curation

The Eastern Congo Conflict

- The most lives lost since WW II - Over 5 million.
- Most ignored humanitarian crisis in modern era.
- Dubbed "The Rape Capital of the World."
- Hundreds of thousands often displaced.
- Estimated 1,500 people die daily due to malnutrition & dirty water.

Congo Reform Association Sustainability

New Media Revenue Streams

- CRA Member Premium Content
- Multi-Channel Video Distribution
- Short Films
- NGO Documentaries
- App & In-App Sales
- Ebooks
- Traditional Print-Books
- Website Ad Sales
- Recommended Resources
- Online Donations
- Foundation Grants
- Pay per impressions
- Affiliate Income
- Fan Fiction
- User-Generated Content
- Peer to Peer Product Sales

CRA Film & Video Creation

- Original Film Production
- Web-TV Episodics
- NGO Partner Video Distribution
- Interactive Web Experience
- Education Multimedia Resources
- Original Television Content

THE GOAL?

To leverage the power of new media to bring worldwide attention to the Eastern Congo Conflict.

www.congohope.org