



Pledge submitted by Media Bounty to the Human Rights 75 Secretariat
December 2023

Original language of submission: English

Type of pledge: Collective

Pledging entity: Media Bounty, RocketMill and ACE

Location: United Kingdom of Great Britain and Northern Ireland

PLEDGE NUMBER 1: We pledge to help diversify and increase financial contributions to human rights by 2026 and beyond. To achieve this goal, we will cultivate a new global community of individual donors who give regularly to human rights organizations via digital platforms. These individuals will provide critical resources to the human rights sector, enabling organizations to respond to the most urgent needs and operate more sustainably and efficiently. To convene this community of individual donors, we will build a communications strategy, produce content, build a donation platform and advertising strategy, and buy media to encourage individual giving. Combined, these efforts will influence the public discourse and elevate the visibility of human rights, moving people to act and donate to the cause via the newly established giving platform.

Expected deadline within which pledge will be realised: Dec 31, 2026