



Dear ,

Last week I got a bit stressed about fundraising. I noticed my temper getting shorter, I started skipping parts of my normal wellness regime, and I wasn't sleeping as well as usual. And it was all because I had set some ambitious fundraising goals for HRMI that I wasn't sure we were going to be able to achieve.

And then I remembered this wonderful quote from Lynne Twist in *The Soul of Money*, a book I read about four years ago.

*"It could be said that a great fund-raiser is a broker for the sacred energy of money, helping people use the money that flows through their lives in the most useful way that is consistent with their aspirations and hopes for humanity."*

As soon as I started thinking about fundraising in those terms, my stress levels dropped.

The world is going through a massive upheaval right now, which also creates massive opportunities for change. We – like you – want those changes to be positive ones.

As I wrote in [this twitter thread](#) a while ago, human rights is about creating the conditions that allow each person to flourish. But if the world doesn't have robust data tracking how well countries are doing at this, decision-makers tend to focus on other things that they do have data for. If you – like us – believe that *what gets measured gets improved*, and that our work is well aligned with your aspirations and hopes for humanity, then please consider supporting us today.

You can support us in three ways:

1. For individuals or Foundations who are in a position to *make significant sized donations*, we are running a three-week crowdfunding campaign to grow the number of countries in East Asia where we will run our expert survey in February 2021. We're focused on this region for several reasons – see below for more on this.

The average cost of our data production per country is USD \$20,000. You can contribute any size donation, but if your donation is USD \$20,000 or more, we will invite you to choose a country in East Asia that you would like us to prioritise for inclusion in the 2021 survey. **Check out the campaign [here](#).** And if you pay taxes in New Zealand or the United States, then please follow the instructions for how to ensure your donation is tax deductible.

2. We have also just launched a [Patreon account](#), which means anyone who believes in what we're doing can *support HRMI with a regular monthly donation* (as small as \$5 per month).

3. And – importantly – you can also support us by *sharing this opportunity in your networks*:

- [Retweet us](#)
- Share our [crowdfunding page](#) on social media
- Contact philanthropy-minded friends and share the [crowdfunding page](#) or [this article from our website about our plans](#).

The Asia expansion crowdfunding campaign will run until **30 September 2020**, our deadline for deciding which countries we can include in the 2021 survey. We will continue to seek funding beyond that for further country expansion in 2022.

We will be happy to expand to as few or as many new countries in Asia as our funding at 30 September 2020 permits. The good news is that donations for our Asia expansion are already close to USD\$30,000!

Planning to stay chillaxed throughout.

With best wishes,

Anne-Marie

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## The best way to predict the future is to create it



In the coming year we want to extend our expert survey to more countries in East and South East Asia. We already produce powerful [economic and social rights data](#) for almost all these countries using a different methodology. But we only run our [human rights survey](#), from which we produce civil and political rights scores, in two East Asian countries so far: Vietnam and South Korea.

## Why East Asia?

The pandemic and other geopolitical considerations have drawn the world's attention to this region, and we see a strong opportunity to build on this. An Asia expansion would be particularly impactful because of:

- the **diversity** of the region, both in terms of income and human rights performance
- the **movements for democracy** in Hong Kong, Thailand, and elsewhere
- the success of East Asian countries in containing the spread of **Covid-19**
- our ability to produce **cross-nationally comparable data**, *before, during, and after* governments have restricted people's rights during the pandemic.

Read more about our plans to expand our work in East Asia in [this post on our website](#).

## Rights Tracker: You can now download a PDF summary!



At HRMI we are constantly testing and improving our products. We have just launched several new features on the Rights Tracker, and, as always, we'd love your feedback.

The most significant update is that you can now download a PDF summary for any country. [Choose a country now](#) and try it out!

We have at least some human rights scores for 197 countries and we are working on filling the gaps. Please take a look and let a friend or colleague know about this rich resource, too.

If you'd like a friendly tour, you can also watch [this short video demo](#) our Strategy and Communication Lead Thalia Kehoe Rowden recorded recently.

## Rights Tracker Demo (August 2020)



### New Resources on the Website

As always, there's plenty to catch up on on our website:

- If you know anyone working on the Universal Periodic Review, you could point them to this new resource: [How to use HRMI data in submissions for the Universal Periodic Review process](#).
- Check out our new and updated [country spotlights](#), reporting on the human rights situation in these countries and more: [South Korea](#), [New Zealand](#), [Vietnam](#), [Liberia](#), [Kazakhstan](#).
- Read a newspaper op-ed from Thalia on how [non-profits like HRMI can help drive economic recovery during and after the pandemic](#).
- We have put together a YouTube playlist of [29 short clips from our 2020 Data Launch webinar](#) for convenient viewing and sharing.
- Listen to recent podcast interviews HRMI co-founders [K Chad Clay, on The Delve](#), (a fantastic deep dive into human rights in the United States) and [Anne-Marie, on This is Candor](#).

Thanks for your interest in HRMI. You are also most welcome to follow us on [Twitter](#), [YouTube](#), [LinkedIn](#), and [Facebook](#) to keep up to date in between newsletters.

Please also feel free to [contact us directly](#) with feedback, ideas, and requests. We're here to help.

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