2019 ANNUAL REPORT

NOBEL LAUREATES MENTORING YOUTH TO CHANGE THE WORLD
OUR MISSION

The PeaceJam Foundation is an international organization whose mission is to create young leaders committed to positive change in themselves, their communities, and the world through the inspiration of Nobel Peace Laureates who pass on the spirit, skills, and wisdom they embody.

OUR PURPOSE

To provide young people with the mentors, tools and community support to realize their potential and work together to envision and build a better world.
These leaders for peace have shaped history across the globe, from ending wars and conflicts, to banning weapons, to securing rights for indigenous peoples, fighting child labor, securing economic equity, defending free speech, and building coalitions. These are the role models that our youth and the world need now.
WE ARE...

**Nobel-Guided:** We believe that our Nobel Peace Laureates are the most qualified mentors prepared to guide and inspire these young people to develop into the leaders that the world so urgently needs.

**Youth-Led:** We believe that the world is in need of new ideas, perspectives, and approaches and that this new generation of young people is uniquely qualified to understand and address the complex problems facing humanity and the planet.

**Community-Engaged:** We believe that by engaging in their communities, youth and Nobel Peace Laureates can solve today’s most pressing issues. But they cannot do it alone! They need the support of allies at every level - as well as skills, opportunities, resources, and a supportive, powerful network.
“PeaceJam gave me the opportunity to create sustainable social change and help others do the same.”

- PeaceJammer

“PeaceJam changed my outlook on life and shaped me into a more thoughtful and considerate person”

- PeaceJammer

“Being a part of PeaceJam means setting a positive example, taking action, and encouraging others to get involved.”

- PeaceJammer
PeaceJam is an international educational program for youth ages 5–25 where, under the guidance of Nobel Peace Laureates, young people develop their personal power, skills, and community network, enabling them to address the root causes of local and global problems. The Nobel Peace Laureates personally mentor youth during annual leadership conferences hosted in communities across the globe.

**PeaceJam Impact**

- **1.3M** Youth Engaged Worldwide
- **362** Nobel-Guided Youth Events
- **70M** Youth-Led Service Projects

**PeaceJam at a Glance**

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**Impact on Youth**

- **93%** of youth believe that one person can make a difference.
- **97%** said they will be peacemakers for the rest of their lives.
At a Glance

61% said PeaceJam positively impacted their decision to go to college.

66% said PeaceJam impacted their choice about what to study in university.

75% said PeaceJam positively influenced the organizations and businesses they chose to work for.

94% said PeaceJam positively influenced their participation in the democratic process.

1.2M Social Media Reach

2K Leadership Trainings

110K Nobel Legacy Film Views
OUR FIVE STRATEGIES

1. **Foster Positive Youth Development & Leadership** via award-winning curriculum that develops the competencies youth need to lead today, including personal power and purpose, fostering diversity and inclusion, compassionate leadership, peacebuilding, global citizenship, and taking action.

2. **Promote Nobels As Powerful Role Models** to guide youth, model effective leadership skills, share wisdom, inspire action, and serve as mentors with personal knowledge of creating local and global change for many years.

3. **Expand and Strengthen the Global Community of Ambassadors for Peace** through positive and lasting relationships with peers and adult mentors, coalitions for taking action, a career pipeline, powerful alumni network, transformative live events, and the Billion Acts of Peace Campaign.
4. **Build Youth-Centered Leadership** through Youth Teams in Africa, Europe, Asia, and the Americas that will design new digital tools for youth worldwide, organize events with the Laureates, and create coalitions to address the Billion Acts of Peace issue areas.

5. **Provide Youth with Powerful Tools & Opportunities** including curriculum guides for ages 5-25, leadership events with Laureates, and the Billion Acts of Peace platform that allows youth to log their acts of peace, document their impact, and connect to a global community of changemakers.
In 2019, PeaceJam had active programming in 41 countries across the globe.

Our Affiliates implemented year-long PeaceJam programming and hosted two-day youth leadership conferences with our Nobel Peace Laureates.
2019 Youth Leadership Conferences

- February: Northwest with Leymah Gbowee
- February: Belgium with Tawakkol Karman
- February: Great Lakes with Kailash Satyarthi
- March: United Kingdom with Betty Williams
- March: Rocky Mountain with Rigoberta Menchú Tum
- April: Southeast with Tawakkol Karman
- June: Ghana with Kailash Satyarthi
- September: Guatemala with Rigoberta Menchú Tum
- September: Hero Awards at the World Nobel Summit
- October: South Africa with Jody Williams
- November: Timor Leste with José Ramos-Horta
- November: Liberia with Kailash Satyarthi
NOBEL GUIDED IN 2019

PEACEJAM’S NOBEL PEACE LAUREATES TOOK TO THE STAGE AND THE STREETS AT 12 YOUTH CONFERENCES ON 4 CONTINENTS IN 2019 AND PERSONALLY MENTORED YOUNG LEADERS TO TAKE ACTION AND MAKE SUSTAINABLE CHANGE.

NOBEL GUIDES YOUTH COALITION TO END GUN VIOLENCE

Tawakkol Karman personally mentored a dozen young gun safety activists from across the U.S., many of whom have survived school shootings or community-based violence. She listened to the youths’ powerful testimonies, journeys, and questions, and shared her story of perseverance and resilience after being politically targeted and jailed in Yemen during the Arab Spring.

NOBELS PERSONALLY MENTOR YOUTH AT 12 EVENTS

Eight of PeaceJam’s Nobel Laureates hosted 12 youth conferences in 2019. In the UK, youth were inspired by Betty Williams to raise their voices to confront knife violence in their country. At the Guatemala conference, PeaceJammers worked side-by-side Rigoberta Menchú to help rebuild local schools destroyed by a devastating volcanic eruption.
In Mérida, Mexico, hundreds of youth took to the streets with seven Nobel Peace Laureates to demand change as part of the Global Climate Strike. The strike took place during the World Summit of Nobel Peace Laureates, where PeaceJam youth led workshops for thousands of other young activists and leaders to envision solutions for a better world.

“The Dalai Lama - Scientist” premiered in Venice in August 2019, telling the unknown story of the Dalai Lama’s lifelong journey into the world of science and technology, and how the world has changed as a result. Since its premiere, the film has won more than 40 international awards.
YOUTH LED IN 2019

IN 2019, PEACEJAM YOUTH AROUND THE WORLD TURNED THEIR INSPIRATION INTO ACTION BY TAKING ON LEADERSHIP ROLES IN THEIR COMMUNITIES, FROM STARTING PEACEJAM CHAPTERS TO CREATING MOVEMENTS FOR CHANGE.

YOU ARE NEVER TOO YOUNG TO CHANGE THE WORLD!

The PeaceJam’s Juniors program, for youth ages 5-10, took off around the globe! Through learning stories of the Nobel Laureates and creating service projects focusing on refugees, hunger, the environment and much more, they realized they have the power to change the world.

YOUTH LAUNCH FIRST PEACEJAM CHAPTER IN MEXICO

After a life-changing experience at the Nobel Peace Summit, youth from Merida, Mexico founded a youth-led chapter of PeaceJam hosting Spanish-language forums and dialogues to discuss issues ranging from mental health to human rights.
PeaceJam alumni are leading the launch of PeaceJam Mid-Atlantic by starting PeaceJam Clubs at American and George Mason Universities and partnering with local school districts, governments, and youth agencies in D.C., Maryland and Virginia to create innovative virtual and in-person programs for over 10,000 youth.

Youth take the lead in Washington D.C. expansion

Nine outstanding PeaceJam youth leaders from Guatemala, Ghana, and South Africa completed their first year as Global Impact Youth Fellows, an educational scholarship program, sponsored by TPG, that provides the opportunity to pursue higher education, receive professional mentorship, and acquire international peace building skills.

Youth Fellows cohort unleashed

PeaceJammers in Africa were inspired by Kailash Satyarthi’s fight against child labor and joined his 100 Million Campaign to educate their peers on how to prevent human trafficking, while others launched an awareness campaign for parents to get their children back in school.

PeaceJammers confront human trafficking

The European Youth Team, made up of 15 outstanding young adult activists from across the continent, held its first board meeting, and is helping to drive decisions around programming, events, and content for PeaceJam’s Pan-European collaborations aimed at creating inclusive communities.

European youth team jumps into action
COMMUNITY ENGAGED IN 2019

IN 2019, OUR PEACEJAM COMMUNITY ENGAGED IN OVER 10 MILLION ACTS OF PEACE AND HONORED 12 YOUNG HERO AWARD WINNERS FOR THEIR IMPACT ON GLOBAL ISSUES.

ON OUR WAY TO 1 BILLION

From 2014 through 2019, over 68 million Acts of Peace were logged from 171 countries, with the goal of reaching one billion acts of peace - which our Nobels believe will create a global tipping point for change.

2019 HERO AWARD WINNERS

In 2019, we honored 12 of the most powerful youth on the planet for their bold projects addressing mental health, climate change, clean water, racism, and gun violence across the globe.
Twenty-one young people, led by PeaceJammer Kelsey Juliana, sued the US government over its lack of action on climate change. They were featured on 60 Minutes and in National Geographic, testified before congress, and joined Greta Thunberg for protests in DC and at the UN.

THE BILLION ACTS CAMPAIGN GIVES PEOPLE THE POWER

We added powerful new features to the Billion Acts of Peace platform in 2019 to inspire people to act and have more impact, including portfolios that allow youth to track and showcase their work, and campaigns that allow users to engage others in their projects to address the 10 Billion Acts issue areas, which include:

- Protecting the Environment
- Ending Racism & Hate
- Alleviating Extreme Poverty
- Clean Water For Everyone
- Education and Community Development
- Advancing Women and Children
- Non-proliferation & Disarmament
- Human Rights For All
- Global Health and Wellness
- Conflict Resolution

Goal of 5,000 Acts of Peace

Act Now

Nominate for a Hero Award

Donate

Play Video

70,600,952 Acts of Peace created across 171 countries
We believe that this generation of young people will create a sustainable, just, and peaceful world - but they cannot do it alone and need all of us to be part of the change.

Together with our Nobel Peace Laureates, we are committed to support this generation to create a critical tipping point for change. To do this, we will:

- Position PeaceJam as the premiere non-partisan youth leadership program and platform.
- Foster youth-led solutions for today’s global issues.
- Create opportunities for youth-led action to transform humanity and the planet.
Expand opportunities for Nobels to mentor, inspire and guide youth - online and in person - with the goal of reaching 15% of youth and their adult allies worldwide and creating a tipping point for change (120M).

Unleash the power and potential of 5 million youth worldwide through a revolutionary online learning and credentialing platform, in-person trainings that foster human connection, and mentorship from Nobel Peace Laureates to create a youth-led tipping point for change.

Through the Billion Acts of Peace campaign, youth address the most pressing issues facing humanity and the planet and create a movement for change that will result in 1 billion acts of peace - and a tipping point for global change.
2019 AUDITED FINANCIALS

INCOME
- Donations & Sponsorships $1,314,468 86.62%
- Grants $0 0.00%
- Fees for Service $73,001 4.81%
- Sales & other $29,645 1.95%
- In-kind donations $100,345 6.61%
TOTAL $1,517,459

EXPENSES
- Program Services $1,251,800 85.19%
- General Admin $132,321 9.01%
- Fundraising $85,265 5.80%
TOTAL $1,469,386
PeaceJam’s Board of Directors is comprised of individuals appointed directly by the Nobel Laureates who are members of the PeaceJam Foundation.

NGODUP TSERING, representing the Dalai Lama
MONICA WILLARD (Board Chair), representing Betty Williams
AURY CUXE, representing Rigoberta Menchú Tum
OSCAR ARIAS, representing himself
NAOMI TUTU, representing Desmond Tutu
BEVERLY KEENE, representing Adolfo Pérez Esquivel
DR. ALI MOIN, representing Shirin Ebadi,
HINRICH KAISER, representing José Ramos-Horta
LIZ BERNSTEIN, representing Jody Williams
SALLY MILNE, representing Sir Joseph Rotblat
JAY KESSELEE FATORMAH, representing Leymah Gbowee
ANJALI KOCHAR, representing Kailash Satyarthi
VALA ALNEHMI, representing Tawakkol Karman.