

PEACEJAM 2023

ANNUAL REPORT

Training the next **generation of peacebuilders.**





LETTER FROM THE EXECUTIVE DIRECTOR



On behalf of PeaceJam's 14 Nobel Peace Laureates and youth from around the world, we are excited to present our 2023 Annual Report. It was a year of reconnecting with our alumni to help deliver the power of PeaceJam in a changing world. The highlights of the year include:

- **UNITED LAUREATES & YOUTH**
 - Hosted four Youth Leadership Conferences bringing the power of PeaceJam and our Laureates to thousands of youth globally!
- **STRENGTHENED THE CAPACITY OF PEACEJAM WITH NEW BOARD MEMBERS**
 - For the first time in PeaceJam history, we approved adding three new board members who are dedicated to securing the sustainability of PeaceJam into the future.
- **EXPANDED THE POWER OF PEACEJAM TO NEW COMMUNITIES AROUND THE WORLD**
 - Brought PeaceJam programming to new areas of Nigeria, Ghana, South Africa, and to the country of Georgia.

- **CONVENED THE BILLION ACTS OF PEACE FELLOWS IN BAJA**

- We recognized six amazing Billion Acts Fellows whose projects were chosen from over 11 million acts of peace submitted in 2023. At the culmination of their fellowship, we convened them in a special off-grid marine sanctuary in Baja Mexico.

As we move into 2024 and beyond, we carry forward the amazing work of our Laureates, youth, and PeaceJam teams around the globe who have been bringing the magic of PeaceJam to their communities for 27 years without fail. We invite you to walk with us into the future, as together, we prepare a generation of peacebuilders like this world has never known.

In peace,
PeaceJam's Directors & Officers:
Dr. Kate Cumbo, Executive Director
Brandi Brown, President
Rody Thompson, Vice President
Lauren Coffaro, Vice President
Christine Wu, Secretary
Alan Schwartz, Treasurer



OUR GUIDING STAR: PEACEBUILDING ✨

At PeaceJam, we believe that peace is not just an abstract concept - it is a tangible goal that can be achieved through concrete action. Our guiding star is peace and creating a generation of peacebuilders guided by the wisdom and experience of Nobel Peace Laureates.

OUR MISSION:

PeaceJam's mission is to inspire and mobilize a generation of young leaders to create positive change in themselves, their communities, and the world through the inspiration and guidance of Nobel Peace Laureates.

At the core of this mission is the belief that peace is possible and that it can be achieved by empowering young people to become peacebuilders.



WITH THE GUIDANCE OF 14 NOBEL PEACE LAUREATES

These leaders for peace have shaped history across the globe, from ending wars and conflicts, to banning weapons, 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 today.



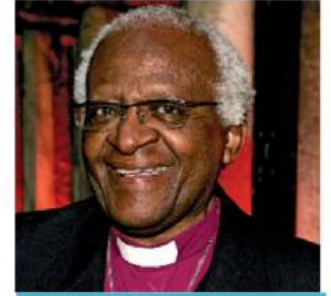
THE DALAI LAMA



BETTY WILLIAMS



RIGOBERTA
MENCHÚ TUM



DESMOND TUTU



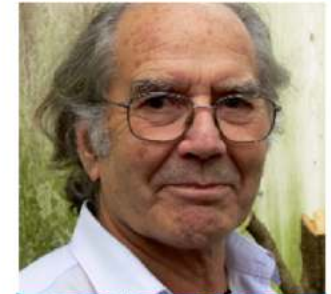
ÓSCAR ARIAS



JOSÉ RAMOS-
HORTA



MAIREAD
MAGUIRE



ADOLFO PÉREZ
ESQUIVEL



JODY WILLIAMS



SIR JOSEPH
ROTLAT



SHIRIN EBADI



LEYMAH GBOWEE



TAWAKKOL
KARMAN



KAILASH
SATYARTHI

NOBEL-GUIDED:

We believe that our Nobel Peace Laureates are the most qualified mentors to guide and inspire today's youth to develop into the leaders the world so urgently needs.



YOUTH-LED:

More than 1.3 Million youth in over 45 countries have participated in PeaceJam programming and conferences to learn valuable skills that help them lead and effect change in their corner of the world.

COMMUNITY-ENGAGED:

We are a global community of youth leaders, Nobel Laureates, schools, businesses, nonprofits, and everyday people working together to solve our toughest challenges worldwide.



27 YEARS OF PEACEJAM AT A GLANCE



PeaceJam is the only global youth organization led by 14 Nobel Peace Laureates dedicated to growing and supporting a generation of young people who believe peace is possible - and know how to get it done.

HOW WE DO THIS:

- **Nobel Peace Laureates** - The world's most powerful and courageous role models.
- **Award-winning Curriculum and Programs** we call the PeaceJam Pathway.
- **World-class Youth Events** led by our Nobel Peace Laureates that awaken purpose and bring fun to the hard work of changing the world.
- **Billion Acts of Peace Campaign** that gives youth a platform and community to develop service learning projects and campaigns to change the world.

IMPACT ON YOUTH

97% of youth said they will be peacemakers for the rest of their lives.

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

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

93% of youth believe that one person can make a difference.

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

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



1.3M
YOUTH ENGAGED
WORLDWIDE



390
NOBEL-GUIDED
EVENTS



115M
YOUTH-LED
SERVICE PROJECTS



1.2M
SOCIAL MEDIA
REACH



2.2K
LEADERSHIP
TRAININGS



220K
NOBEL LEGACY
FILM VIEWS



THE PEACEJAM

Pathway to Peace

Our Curricular Programs

The PeaceJam journey begins young, connecting young hearts and minds to the childhood stories and lessons of 14 Nobel Peace Laureates. Through our **PeaceJam Juniors Program**, students begin to develop critical skills of conflict resolution, giving back, and problem solving through a creative, fun and cross-cultural adventure.

As youth enter their early teen years, PeaceJam brings them through a exploration of their own superpowers and gifts and how to share those with the world (as our Laureates do!) using our **Leaders Curriculum**.

In their later teen and university years, PeaceJammers explore the geopolitical and historical roots of the Laureates' work and lives from Apartheid in South Africa and the struggles of Tibet, to the Troubles in Northern Ireland and apply these lessons to our world today, creating local and global campaigns to engage others in the most pressing issues of our time via our **Compassion in Action** and **Ambassadors Programs**. For our young people in the juvenile justice system, we have a special program called **PeaceJam Juvenile Justice**.



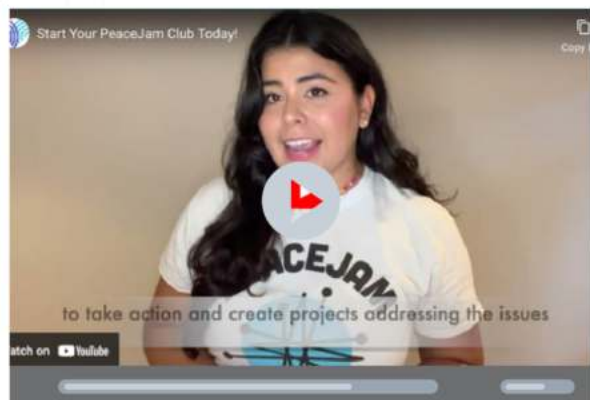
"PeaceJam brings joy and fun to the hard work of changing the world."
- Desmond Tutu



PEACEJAM CLUBS

PeaceJam Clubs are youth-led groups that support their community through service. They can be based in a school, university, or community. Clubs get inspiration from the PeaceJam's Nobel Laureates and explore topics such as finding your purpose, developing your leadership styles, resolving conflict, creating inclusive communities and becoming an agent for change - all while working together on service-learning projects that create real impact.

While PeaceJam's educational program can be delivered many different ways - from camps, to online workshops, to being incorporated in the classroom - clubs are by far the most popular way that youth and educators take part in PeaceJam. In 2023, PeaceJam invested in new and exciting resources to help PeaceJam clubs flourish!



RESOURCE SPOTLIGHT: CLUB LEADERS TRAINING

Our new online training walks young club leaders and adult advisors through the tools they need to succeed at running their club! Leaders learn about PeaceJam, the Laureates, and our curriculum, and gain access to an ever-growing resource library.

Visit billionacts.org/start-a-club to learn more.



A YEAR OF INSPIRATION

2023 Events

Our global community hosted over 65 youth-led events worldwide, including leadership trainings, community-events, Nobel Legacy film screenings, online dialogues, and in-person Youth Conferences with our Laureates. These events promoted youth leadership and peacebuilding around important community and global issues such as conflict resolution, global health and wellness, and environmental protection.



Echoes of Inner Strength *Ghana*

The 2023 PeaceJam Ghana conference brought 600+ young peacebuilders to Accra for a weekend with Rigoberta Menchú to tap into their inner potential as agents of positive change.



We Are the Light, We Are the Power *South Africa*

Nobel Laureate Tawakkol Karman addressed and inspired over 400 youth leaders in South Africa to recognize their light and power in the world. Billion Acts Awardee "Restoring Hope" led the PeaceJammers in several impactful community projects.



Mother Earth, My First & Only Home *Guatemala*

PeaceJam Guatemala held their annual youth conference with over 200 youth and Rigoberta Menchú's at her educational center in San Lucas Toliman. The 2023 theme translates to "Mother Earth, My First and Only Home".



Engage, Activate, Transform for Peace *Liberia*

Nobel Peace Laureates Leymah Gbowee and Kailash Satyarthi worked with over 300 young Liberians on advanced peacebuilding tactics, as these PeaceJammers play a central role in maintaining the peace in their country year round.



2023 PeaceJam Slams

Six PeaceJam Slams were held in Romania, Nigeria, Ghana, South Africa, the United States, and the United Kingdom. Smaller events also took place in growing PeaceJam hubs such as PeaceJam Georgia.



Nobel Legacy Film Screenings

50 Film Screenings of our Nobel Film Series documentary, "Shirin Ebadi: Until We Are Free" at campuses worldwide.

COMPASSION IN ACTION

2023 Billion Acts Projects

On PeaceJam's 10 year anniversary in 1996, 10 Nobel Peace Laureates and 3000 youth from over 40 countries joined together to create a global call to action that they call the One Billion Acts of Peace Campaign that works to inspire one billion actions addressing the root causes of issues such as environmental sustainability, clean water, poverty, and conflict. At the helm of this movement are 1.3 million PeaceJam youth leaders who have worked to transform their communities and build the foundations of peace.

112 MILLION acts of peace marked a new milestone for the Nobel-led campaign in 2023 since its inception.



11 MILLION acts of peace & youth-led projects were organized in 2023 by PeaceJam clubs and global youth leaders after identifying needs in their communities.

15K young people and their adult allies engage in service through acts of peace, service-learning projects and large-scale global campaigns impacting millions of people in their communities.



2023 YOUTH IN ACTION SPOTLIGHTS

93% of PeaceJam youth believe that one person can make a difference – as exemplified by our 2023 **Billion Acts Fellows** whose projects were selected from the over 11 million Acts of Peace created in 2023.

BILLION ACTS FELLOWSHIP RETREAT

The year-long Billion Acts Fellowship culminated in a transformative multiday immersion experience in an off-grid rustic eco-retreat in Baja Mexico to play, reconnect with nature, build lasting cross-cultural friendships and co-create and innovate from a place of joy instead of fear and overwhelm.



Dale Hendricks - South Africa

Dale jumped into action after learning that many young people in South Africa go to school hungry. He and a few friends stepped in and created Restoring Hope, a community org. that provided over 100,000 meals during the Covid-19 pandemic, and continues to provide services and mentorship to young leaders in the community.



Mitzi Tan - Philippines

Mitzi Jonelle Tan is a climate activist who is fully committed to organizing alongside communities for climate justice. She is the co-founder and spokesperson of YACAP, a nationwide alliance of youth organizations, and councils that advocate for immediate global climate action.



Elliott Lancaster - United Kingdom

Elliott Lancaster is a young entrepreneur on a mission – to use education and technology to create healthier and more sustainable communities. Elliott created his own social enterprise and app, Utter Rubbish, to address the issue of illegal waste dumping that often leads to the contamination of natural ecosystems.



Zainab Bie - India

From a young age, Zainab dreamed of creating a more circular economy connecting sustainability and economic opportunity. She was instrumental in her school becoming a 'Single-Use Plastic Free Zone' and created a youth-led initiative and platform to give the youth of India a vision and way towards creating a more sustainable future together.



Azuraye Wycoff - US

Azuraye never envisioned turning her family's equestrian farm in Colorado into a regenerative ag. farm, innovation lab and community events center, but she has done all this as the director of the Yellow Barn farm. Azuraye, along with her team work every day to create a community built around regenerative practices, education, collective action, & collaborative play.



EMPOWERING PEACEBUILDERS THROUGH MENTORSHIP

In 2023, PeaceJam celebrated 5 successful years of the **TPG Global Impact Youth Fellowship** program. It first launched in 2018, after 'The Points Guy,' Brian Kelly, decided to support a handful of outstanding high school graduates of PeaceJam's leadership program to pursue higher education. The fellowship provides financial support for university while fostering an international network of inspired young people with the global awareness and 21st century skills to succeed as peacebuilders.

Over the years, the scholarship has grown: bringing on a second cohort of fellows; adding a mentorship program that pairs fellows with staff of the sponsor organization; and hiring an incredible coordinator based in South Africa. Our fellows shape their own **culture of community leadership, personal development, accountability, and compassion.**

PeaceJam celebrate's the TPG Global Impact Youth Fellowship as **a shining example of the potential of partnership.** Due to this innovative program, 19 young people with outstanding potential have seen their future transformed. As our rank of alumni grow, we are proud to see them as young leaders in their fields, and also to witness their continued dedication to community service and PeaceJam.

“HAD IT NOT BEEN FOR THE FUNDING I DON'T KNOW IF I WOULD HAVE BEEN ABLE TO GRADUATE. THAT PLAYED A HUGE ROLE IN MY FUTURE, AND I'M FOREVER GRATEFUL TO TPG.”

Shalin from
South Africa

PEACEJAM'S GOALS 2024



Together with our **Nobel Peace Laureates and you**, we are committed to support this generation of young people to be the **peacebuilders our world needs now**.

OUR GOALS



INSPIRATION

Bring Together Laureates and Youth to learn from one another and convene life-changing Youth Conferences and virtual events with the Nobel Peace Laureates in Africa, USA, and Central American and Europe that create transformative spaces and build community - and hope.



EDUCATION

Build Youth Leadership Skills and provide opportunities for more youth to engage in PeaceJam programming and develop 6 essential leadership competencies through youth-led clubs that build cross-cultural friendships, service and collaboration.



ACTION

Foster Global Youth Engagement by providing youth with the platform, skills, and resources to engage in 10 Million acts of peace and service in the coming year as part of our Billion Acts of Peace Campaign.



COMMUNITY

Bring Joy to Changing the World and Build our global PeaceJam community through fun initiatives like "Peace Olympics" that give young people a chance to earn peace points for opportunities to lead virtual events, volunteer in our Laureates' offices, attend our international PeaceJam Youth Leadership Conferences - and envision themselves as a 2025 Billion Acts Fellow!

2023 AUDITED FINANCIALS



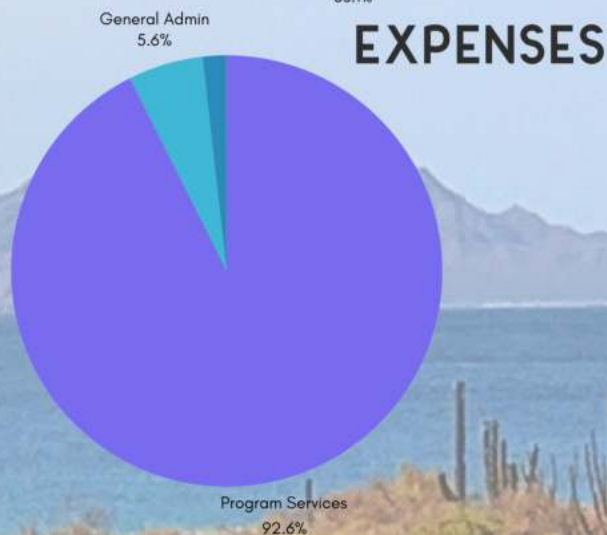
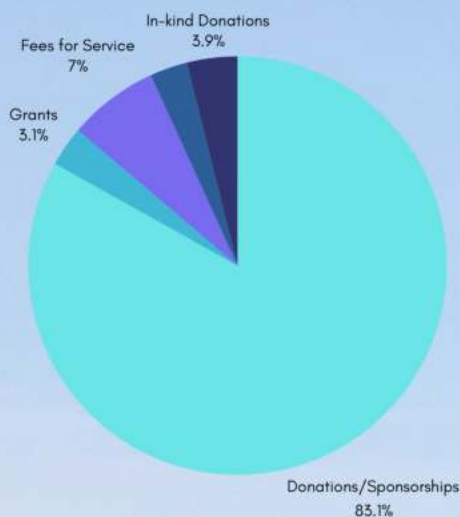
PeaceJam's Board of Directors is comprised of individuals appointed directly by the Nobel Laureates who are members of the PeaceJam Foundation.

INCOME

• Donations & Sponsorships	\$970,634	83.1%
• Grants	\$36,000	3.1%
• Fees for Service	\$81,278	7.0%
• Sales & other	\$33,860	2.9%
• In-kind donations	\$45,706	3.9%
TOTAL	\$1,167,478	\$100%

EXPENSES

• Program Services	\$1,355,570	92.6%
• General Admin	\$82,750	5.6%
• Fundraising	\$25,757	1.8%
TOTAL	\$ 1,464,077	\$100%



NGODUP TSERING,
representing the Dalai Lama

MONICA WILLARD,
representing Betty Williams

AURY CUXE,
representing Rigoberta Menchu Tum

OSCAR ARIAS,
representing himself

NAOMI TUTU,
representing Desmond Tutu

BEVERLY KEENE,
representing Adolfo Perez Esquivel

DR. ALI MOIIN,
representing Shirin Ebadi

HINRICH KAISER,
representing Jose Ramos Horta

LIZ BERNSTEIN,
representing Jody Williams

SALLY MILNE,
representing Sir Joseph Rotblat

JAY KESSEELEE FATORMAH,
representing Leymah Gbowee

ANJALI KOCHAR,
Board Chair, representing Kailash Satyarthi

MISK AL-JUNAID,
representing Tawakkol Karman

We believe that **every young person** is a **Nobel Peace Laureate** in the making.



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