



PEACEJAM

ANNUAL REPORT

2022



Making **peace** a verb.

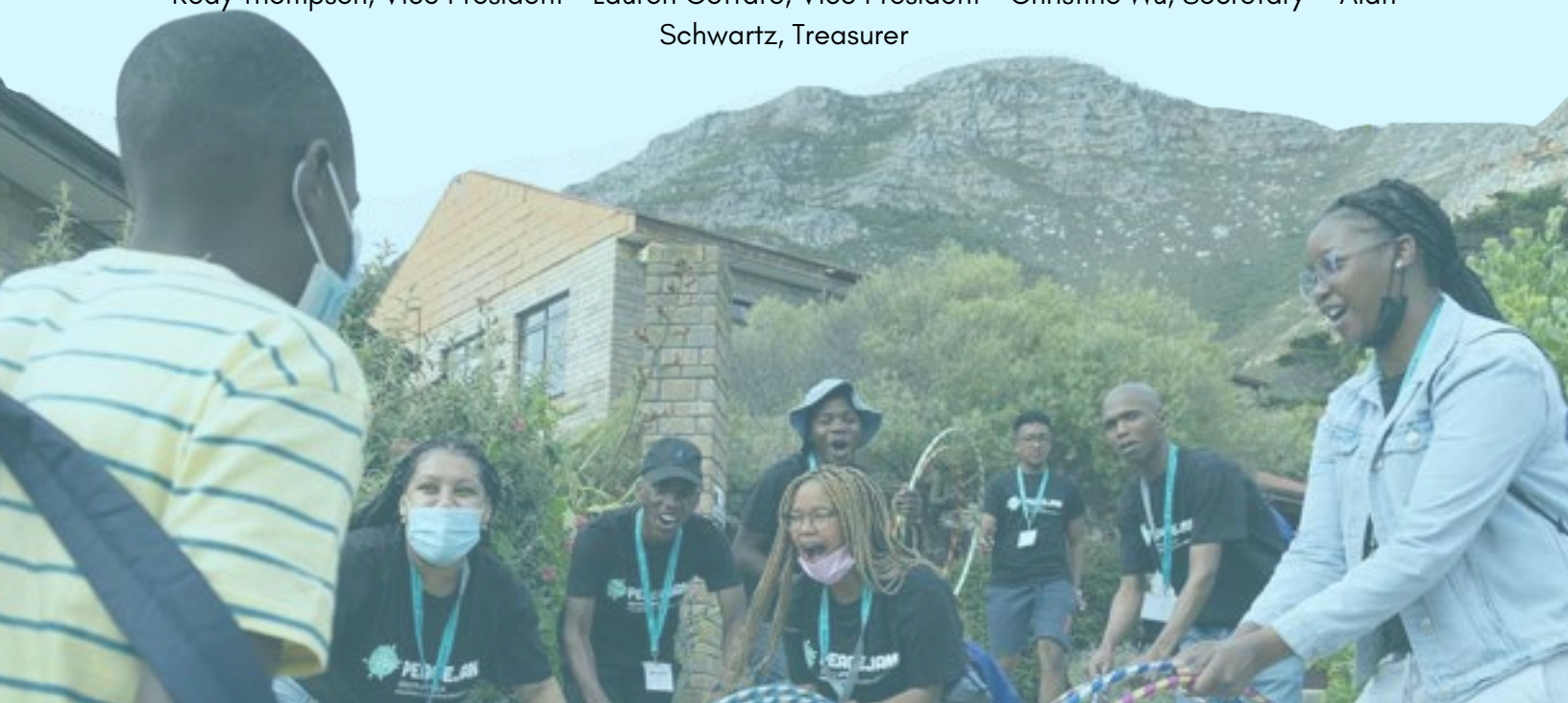
Dear PeaceJam community,

On behalf of PeaceJam's 14 Nobel Peace Laureates, we are excited to share our 2022 Annual Report. As we emerged from the global pandemic in 2022, we saw the determination and passion of our youth and global team to bring the magic of PeaceJam back to their communities. It was truly inspirational. The highlights of the year include:

- REUNITED LAUREATES & YOUTH
 - Hosted 5 Youth Leadership Conferences for the first time in 3 years – bringing the power of PeaceJam and our Laureates to thousands of youth globally!
- LAUNCHED THE BILLION ACTS OF PEACE FELLOWSHIP
 - Created the Billion Acts Fellowship for outstanding youth activists and community builders that included financial support which allowed them to expand their work and impact over 60,000 people.
- CONVENED INNOVATION TASK FORCE
 - Convened a Innovation Task Force of cross-sector leaders who helped envision how to take PeaceJam to scale in this new global context – including new expansion models, fundraising strategies, and continent-wide collaboration.
- LAUNCHED OUR FIRST GLOBAL VIRTUAL CLUBS
 - Piloted a PeaceJam Global Club that allowed youth from the USA, Europe, and Africa to experience the power of PeaceJam in a virtual cross-cultural context.
- HOSTED GLOBAL AFFILIATE RETREAT IN GUATEMALA
 - Brought together PeaceJam staff and leaders from around the world to experience a PeaceJam Conference in beautiful Lake Atitlan and engage in onsite training and networking.

We are so grateful for all the wisdom, inspiration and mentorship that our Nobel Peace Laureates shared with the youth in the aftermath of the pandemic. This generation of youth are in need of hope, support and allies and this is what we are committed to as a PeaceJam family. Thank you all for your support. This truly does take a village.

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





OUR VISION: TO MAKE PEACE A VERB.

This generation of young people understands that peace is a verb and is stepping up in record numbers to create a sustainable, just, and peaceful world – and what better people to guide and inspire them, than our Nobel Peace Laureates.



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 whose pass on the spirit, skills, and wisdom they embody.



OUR PURPOSE:

To grow a generation of future Nobel Peace Laureates who have the skills and compassion to create a just and sustainable world, starting today.

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 now.



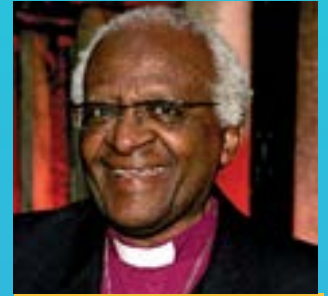
THE DALAI LAMA



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:

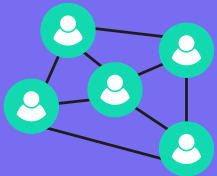
More than 1.3 Million youth in over 40 countries have participated in PeaceJam programming and conferences to learn valuable skills that help them lead and effect change in their corner of the world.

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.



26 YEARS OF PEACEJAM AT A GLANCE



1.3M

YOUTH ENGAGED
WORLDWIDE



385

NOBEL-GUIDED
EVENTS



101M

YOUTH-LED
SERVICE PROJECTS



1.2M

SOCIAL MEDIA
REACH



2.2K

LEADERSHIP
TRAININGS



210K

NOBEL LEGACY
FILM VIEWS

IMPACT ON YOUTH

97%

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

93%

of youth believe that one person can make a difference.

66%

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

61%

said PeaceJam positively impacted their decision to go to university.

94%

said PeaceJam positively influenced their participation in the democratic process.

75%

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

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.





THE PEACEJAM PATHWAY TO PEACE

Leaders

Youth ages 11-13.



Juniors

Youth ages 5-10



Ambassadors

Youth ages 14-18.



Scholars

Young leaders ages
18-25.



Fellows

Alumni and young
people at the
forefront of local
and global
movements.



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!

In their later teen and university years, PeaceJammers explore the geopolitical and historical roots of the Laureate's 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.

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

The PeaceJam pathway is founded on three pillars: **Education**, **Inspiration**, and **Action**.

EDUCATION: 2022 HIGHLIGHTS

In 2022, PeaceJam expanded opportunities for virtual programming in order to reach more youth leaders worldwide. Our new interactive platform for PeaceJam Clubs allows students and adult advisors to easily start their club, build their community, and accrue peace points through their service.

New regions and communities continue to grow, offering programming to a thousand more youth leaders in Nigeria, Zimbabwe, and Romania. PeaceJam alumni have emerged as critical ambassadors by bringing peace to new communities.



2022 SPOTLIGHT:

PeaceJam Juniors was implemented in 9 Elementary Schools in Westminster CO impacting over 900 young students, using an innovative new hybrid model that included in-person sessions as well as virtual sessions that allowed the students to also collaborate across schools.

INSPIRATION: 2022 HIGHLIGHTS

Our global community hosted over 15 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 around important community and global issues such as conflict resolution, global health and wellness, and environmental protection.



Stand in Your Power *South Africa*

Over 80% of participants in the year-round program in South Africa are living below the poverty level yet were able to culminate their year with a 2-day PeaceJam Conference with Nobel Laureate Rigoberta Menchu that inspired them to to change their communities and their futures!



Our Future, Our Peace, Our Legacy *Liberia*

400+ youth and educators from across Liberia convened in Monrovia for an uplifting weekend with Nobel Leymah Gbowee. Youth presented their year-long efforts to improve the future of Liberia on issues like environment, bullying, gender-based violence and addiction.



PeaceJam for the World *Ghana*

PeaceJam Ghana hosted their biggest conference to date with over 740 participants! Nobel Laureate Tawakkol Karman headlined the event. Transformative workshops, music, and activities empowered the youth of Ghana to be leaders in promoting peace to youth around the world.



Youth in Times of Crisis *Guatemala*

Rigoberta Menchu welcomed 200 PeaceJammers to stunning Lake Atitlan for this special annual youth conference. Youth connected deeply with their Mayan roots, and integrated PeaceJam traditions into ceremonial practices to understand how they can be leaders through difficult times in their country and the world.



Compassion in Action *United States*

Over 200 youth joined Nobel Kailash Satyarthi in Maryland for a weekend focused on creating compassionate and sustainable communities. Kailash Satyarthi also joined with youth leaders and community members for a "peace festival" following the conference.



Dialogue with the Dalai Lama

PeaceJam hosted an interactive youth dialogue with His Holiness and several of our powerful youth leaders that was broadcast in over 600 movie theatres across the USA and globally as part of the *Never Forget Tibet* Documentary Film.



YOUTH ACTION: 2022 HIGHLIGHTS



On PeaceJam's 10 year anniversary, 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.

100 Million Acts of Peace

In 2022, this global call to action officially reached over 100,000,000 acts of peace in over 171 countries!



5,000 + youth-led projects

Over 5,000 youth-led projects were created by PeaceJam clubs and Billion Acts leaders. Youth-leaders follow a multi-step process to identify and address needs in their community.

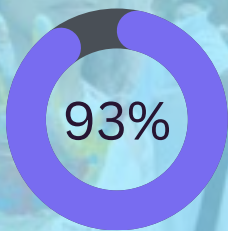


15 Community-Engaged Campaigns

Fifteen Billion Acts campaigns mobilized thousands to take action around issues such as environmental protection, community development, and conflict resolution.



2022 YOUTH IN ACTION SPOTLIGHTS



93 percent of PeaceJam youth believe that one person can make a difference. Let's take a look at how some of our PeaceJam youth created a positive impact in their communities this year.

PeaceJam Infinity Community Garden & Hydroponics Center

After the closure of a local factory in West Chicago, a local PeaceJam club created a community garden to address rapidly rising food insecurity. The PeaceJam Infinity club also played an instrumental role in raising support for a new foody pantry. In the basement of the pantry, the club now leads a hydroponics lab to grow romaine lettuce. In 2022, the club donated over 4,800 items of fresh produce to the community!



SANKOFA Empowering Women & Girls in Ghana

SEWING is a co-led project by PeaceJam youth leaders from Ghana and the United States. Their mission is to empower young girls living in Northern Ghana by giving them sewing skills so they can stay in school and not be exploited. After conducting several community surveys, the group began partnering with local organizations and sewing professionals to create a program focused on entrepreneurship, sewing, and sustainable fashion.



World Without Landmines

Last October, Billion Acts Awardee Harshwardhan Zala and his Aerobotics7 (A7) team reached a new milestone in their mission for a World Without Landmines. The original drone was created by Harshwardhan at just 14 years old! A7 was presented with a 2017 Billion Acts Award for their work to create a drone to remotely detect and disarm landmines. Billion Acts collaborated with A7 for a live demonstration of their newest drone, the Eagle EA7, for partner organizations and supporters. The drone found all demo landmines with 100% accuracy!





EMPOWERING PEACEBUILDERS THROUGH FELLOWSHIP

As new generations of alumni step up as leaders in their communities, PeaceJam has created new ways to offer continued support and mentorship. In partnership with "The Points Guy", the **Global Impact Youth Fellowship** supports outstanding PeaceJam youth from Ghana, South Africa, and Guatemala.

Through the Fellowship, youth develop the skills and training necessary to amplify their impact and create sustainable change. Aside from developing a broader international support network, the fellowship offers the mentorship, financial support, and travel experience to promote inspired 21st century peacebuilders.



This year also marked the launch of the first **Billion Acts Fellowship** cohort. Six incredible youth leaders were invited to join a year-long program focused on fostering the potential of each as a Nobel Peace Laureate in the making. The Fellows were instrumental in designing a program focused on leadership development, community building, and sustainable project support.



2022 Billion Acts Fellow Jok Abraham Thon is the leader of Bullets to Books, an initiative focused on bringing accessible education to conflict-affected areas of South Sudan. As a part of the Fellowship, Jok was able to establish an educational computer center and storytelling lab for youth near Juba, South Sudan.

ALUMNI SPOTLIGHT

My Pathway to Inner Peace & Purpose *By Jill Runkle*

With each new story that I come across, I realize how unique and powerful our PeaceJam pathways are. For myself, PeaceJam came across my radar at the age of nine after my brother joined a local club near Aurora, Illinois. Too young to formally join the club, I settled for other ways to engage with the group until I was older. One central topic, that of self-purpose and personal power, became strikingly relevant after my worldview was shifted by a constellation of health challenges. My relationship to myself and others became greatly impacted as I searched for answers, as well as, a sense of direction forward. For a period of time, I was often unable to even attend school or leave the house. By the time we reached a diagnosis, pediatric encephalitis, my sense of purpose and inner peace had already been altered.

This was the headspace I inhabited when I came to my first PeaceJam conference in 2012. I was tentatively stepping back into the world with no small amount of fear. When Nobel Laureate Rigoberta Menchú sought me out in a crowd to speak with me, I could not understand why. The moment was brief, I felt fully present and seen. This moment showed me the power of recognizing the light within others.

PeaceJam brought me countless other moments that reaffirmed my self-purpose and commitment to peacebuilding. I understand firsthand what a supportive and joyful community such as PeaceJam offers to young people across backgrounds, as well as the poignant ways that positive transformation in oneself can translate through to their communities. Eventually, I began to recognize myself not just a positive agent of change but also as a mentor to new generations of PeaceJammers. Then, in an emotional moment several years later, I found myself helping to welcome back Rigoberta Menchú to our region, now as a community leader myself.

Step-by-step, I found myself entering into new leadership roles within and outside of PeaceJam. Sometimes I stumbled and had to grab onto others for support. I still do so at times. Now, as a member of the Billion Acts team, I find myself continuing on this never-ending journey that we are all on - to discover more about our own power and potential in this beautiful and ever so complicated world. I carry with me a backpack filled to the brim with the lessons and experiences that built me. So many of which I owe to my PeaceJam mentors, like my club advisor Alex Golovin. No matter where I journey moving forward, there is one lesson that I hold above all else: To never see one another as the problems but to recognize us all as the solutions. That is the direction that I will keep moving towards. Wherever I go, I am committed to illuminating the potential in others and embedding hope in all the spaces where it can take root.





ALUMNI SPOTLIGHT

My Journey with PeaceJam

by Saniorah Edouard

As I reflect on my incredible journey with the PeaceJam Foundation, it is difficult to put into words the impact it has had on my life. From the moment I first became involved in High School, to my ongoing commitment as an ambassador, PeaceJam has shaped me into the person I am today and my experiences have been nothing short of transformative.

My initial immersion into PeaceJam began when I attended the PeaceJam Southeast's conference in Tallahassee. I had the privilege of meeting Nobel Peace Laureate Leymah Gbowee. Her presence and unwavering dedication to creating positive change left an indelible mark on my spirit. As a young black woman fighting for her beliefs, Leymah became a beacon of inspiration for me. I was captivated by her courage, strength, and unwavering commitment to peace. Little did I know that this encounter would ignite a fire within me to become a peacemaker myself.

Although I have graduated from high school, my connection with PeaceJam has only grown stronger over time. I actively sought ways to remain involved and contribute to the organization's mission. Not long after, I won the Points Guy PeaceJam Alumni Challenge. This achievement granted me the incredible opportunity to travel as an ambassador to my first international conference in South Africa. Since then, I have served as a mentor, designed workshops, and hosted PeaceJam events. From supporting conferences in Ghana to working as a program assistant at HQ, I have witnessed firsthand the transformative impact of PeaceJam across the globe.

Looking ahead, my journey with PeaceJam continues to unfold. Currently, I serve as the ambassador for Billion Acts in support of the film "Shirin Ebadi: Until We Are Free." PeaceJam has been the catalyst for my personal growth and transformation. It has taught me that the power to effect change lies within each of us, waiting to be discovered and unleashed. My involvement with PeaceJam has fueled my passion for advocacy, empowered me to be a global citizen, and equipped me with the tools to create tangible social change.

PeaceJam has colored my life with purpose and meaning. I am deeply grateful for the opportunities PeaceJam has afforded me and the endless possibilities it continues to offer. As I reflect on my journey thus far, I am certain that the future of PeaceJam is brighter than ever. Together, as a global community of change-makers, we will continue to foster peace, inspire social change, and create a better world for all.





PEACEJAM VISION 2023

Together with our Nobel Peace Laureates and you, we are committed to support this generation of young people to create a critical tipping point for change – and to make peace a verb.

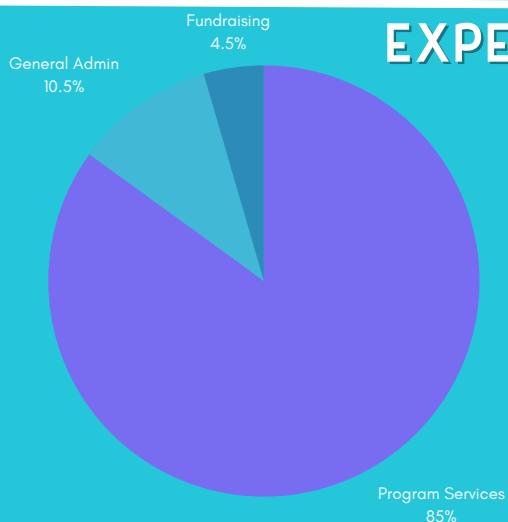
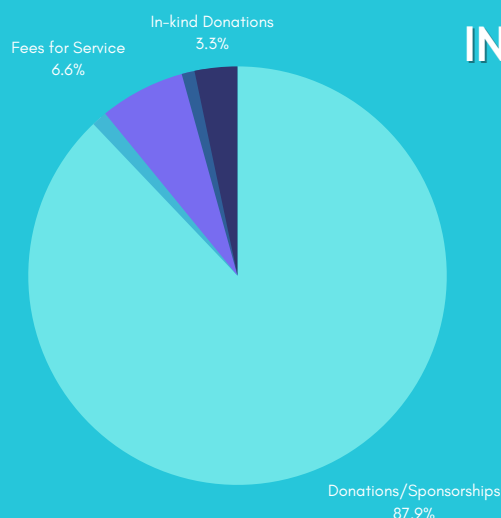
Our Goals

- **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**
With rising mental health issues among our youth, it is time to support them to be kids by piloting “PeaceJam Camps” – multiday immersion experiences with our Laureates in off-grid locations to play, reconnect with nature, build lasting cross-cultural friendships – and co-create and innovate from a place of joy instead of fear.



AUDITED FINANCIALS

INCOME		
• Donations & Sponsorships	\$1,186,694	87.9%
• Grants	\$16,000	1.2%
• Fees for Service	\$89,884	6.6%
• Sales & other	\$12,515	1.0%
• In-kind donations	\$44,928	3.3%
TOTAL	\$1,349,981	
EXPENSES		
• Program Services	\$952,000	85.0%
• General Admin	\$149,708	10.5%
• Fundraising	\$33,900	4.5%
TOTAL	\$1,428,550	



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,
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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