

## **PEACEPLAYERS**

INTERNATIONAL

bridging divides | developing leaders | changing perceptions



#### THANK YOU TO OUR SUPPORTERS

In the past 15 years, we have helped 69,000 young people develop friendships across intractable ethnic, racial, and religious divides. The power of sport to teach teamwork, respect, and hard work has opened doors that have long been closed - not only for youth, but also for their families, schools and communities. And in the past year alone, PeacePlayers International has trained more than 300 coaches to use sport for conflict resolution in some of the world's most challenging conflict areas.

But perhaps most importantly, we have seen a change in attitude and beliefs. As participants progress through the program, their opinions of the "other" side are beginning to shift. Recent research from New York University is showing that 96% of veteran participants hold positive attitudes about the "other side" and made outgroup friends through PPI's programs. And this rigorous multi-year evaluation speaks not only to our own program, but people-to-people approach in general, advancing peace-building efforts beyond PPI.

On the ground, this shift becomes more personal - a Jewish girl in a bomb shelter receives a loving text message from her Arab teammate, a 12-year-old Cypriot convinces his parents to cross a buffer zone to watch him play in a tournament, the son of a Catholic extremist joins a Protestant-based rugby association to help transform Belfast from the inside-out.

Today, thousands of young people are finishing school, returning home from the army, and entering the workplace with a different perspective because, through sport, they were given the opportunity to see their "enemies" as people.

Everyday, the news is discouraging. Descent into conflict is an easy slide while peace building is complex and slow. PeacePlayers is in this for the long-term, and even as the landscape of particular conflicts change, the basic tenets of our work remains the same - if children can learn to get along on a court, they can learn to live as friends and neighbors off it.

We are grateful for your support and look forward to working together so that we may continue to make peace possible.

BRIAN S. KRIFTCHER BOARD CHAIRMAN BRENDAN TUOHEY

CO-FOUNDER AND EXECUTIVE DIRECTOR





















69,000 YOUTH SERVED







1,764 COACHES TRAINED





238 PARTNER SCHOOLS AND NON-PROFITS





15 COUNTRIES IMPACTED





3 INTERNATIONAL SPORT FOR PEACE AWARDS\*



\*2011 NGO FOR PEACE OF THE YEAR AWARD; 2008 LAUREUS SPORT FOR GOOD AWARD; 2007 ESPY'S ARTHUR ASHE COURAGE AWARD











## GLOBAL

#### THE PROBLEM

A staggering 1 in 10 of the world's children – or more than 230 million – currently live in countries and areas affected by armed conflicts.\* Government leaders forge agreements in attempts to make peace, yet these treaties often prove unsustainable because the root causes of conflict are left unaddressed.



## THE SOLUTION

PeacePlayers International (PPI) uses the game of basketball to unite, educate and inspire young people in divided communities. Based on the simple premise that "children who play together can learn to live together," PPI is uniting communities through sport.



In Israel and the West Bank, deep social divides continue to undermine generations of peacemaking efforts. With key institutional partners like USAID, PPI has continued to grow despite ongoing violence and political setbacks. In 2015, PPI – Middle East united more than 500 Arab and Jewish youth in the Jerusalem Area, Center Region and North of Israel, while also empowering young women, recognizing the tremendous benefit sport can have for females.

Professional Israeli basketball player Rebecca Ross hails from a politically right-wing family that lives in a West Bank Settlement. Despite her initial aversion to working with Palestinians, Rebecca recently began coaching one of PPI – Middle East's mixed Israeli and Palestinian teams. In May, 2015 Rebecca testified to a CNN reporter that her life, and even her family's lives, have changed as a result of PeacePlayers, and how she is constantly working to make sure that referees treat her Palestinian players equally, even lodging formal complaints to the Israel Basketball Association in cases of discriminatory treatment.

96% PROGRAM GRADUATES HOLD POSITIVE ATTITUDES ABOUT THE "OTHER SIDE"

1 000 HOURS OF COMMUNITY SERVICE COMPLETED

72% of Participants are FEMALE



## NORTHERN IRELAND

Despite the existence of a formal peace agreement between Catholics and Protestants since 1998, less than 7% of Northern Ireland's pupils attend integrated schools.\* Youth continue to grow up segregated - from the neighborhoods they live in to the sports they play. PPI – Northern Ireland helps thousands of young Catholics and Protestants use sport to challenge sectarianism, prejudice and racism, while developing new friendships. In 2015, PPI's impact in Belfast was highlighted in a report by The Office of the First and Deputy First Minister, which is already influencing all levels of government as they begin to implement new reconciliation etrategies in Northern Ireland.





"I have worked in PPI's East Belfast Interface League for three years now. We started with 4 players, but now we have over 40 that attend each week. The change in attitudes and behaviors that I have noticed in such a small period of time is incredible. By continuing to challenge the unwritten rules of society, I truly believe that students new to Belfast will not have to be taught how to tell a Protestant from a Catholic, as it will no longer matter. The troubles in the past will be just that, the past." – PPI – NI Coach, Cynthia Watters

2,400 YOUNG PEOPLE IMPACTED

40 SCHOOLS PARTICIPATING IN PROTESTANT AND CATHOLIC TWINNING PROGRAM

6 OUT OF THE MOST DISADVANTAGED AREAS IN NORTHERN IRELAND SERVED



# CYPRUS

A small island in the Mediterranean, Cyprus has been physically divided by a UN Buffer Zone since an inter-ethnic war in 1974 split the island into two separate Greek-Cypriot and Turkish-Cypriot communities. Today, many youth grow up without ever meeting anyone from the "other side." PPI – Cyprus brings together Greek-Cypriot and Turkish-Cypriot youth to play, learn, and build positive relationships that overcome generations of mistrust and formidable physical barriers to interaction.





When Alexis Georgiou joined PPI, he had never met a Turkish-Cypriot. A graduate of PPI's Leadership Development Program, Alexis is now performing his mandatory military service. Still he finds time to visit his PPI friends and coaches on the weekends. "As a young person, I would question what the other side thinks of me. School doesn't really help you with these questions. But through PPI I got over my fears and the stereotypes that we were taught in school. PPI helped me to become friends with [Turkish-Cypriots] without even speaking!"

## 22 BI-COMMUNAL EVENTS HELD IN BUFFER ZONE

200 YOUTH CROSSED BUFFER ZONE TO PARTICIPATE IN BI-COMMUNAL EVENTS, MOST FOR THE FIRST TIME

4 OVERNIGHT PEACE CAMPS

PPI - CYPRUS IS THE ONLY BI-COMMUNAL SPORTS PEACEBUILDING ORGANIZATION ON THE ISLAND





PPI - South Africa uses basketball to help the young people of KwaZulu-Natal carve out a safe and successful path in a society burdened by the impact of HIV/AIDS, unemployment, drug and alcohol abuse, and strong cultural divides. In 2015, PPI - South Africa served 550 children from 15 primary schools and 8 high schools across the communities of Durban Central, Lamontville, Umlazi, Waterloo and Wentworth.



Anele Nyadi joined PPI when she was in the 6th grade, participating in basketball and leadership education through high school. Against all odds, Anele was accepted into Medical School and is currently practicing. Although she's traded in the basketball for a stethoscope, she still looks back at the lessons she gained from PPI as a crucial part of her success. "I'm at a stage where I know Africa needs me and putting on this white lab coat every morning brings me hope that in due time I will be there for Africa. Nothing brings me more joy than that."

96% OF PARTICIPANTS COME FROM DISADVANTAGED COMMUNITIES

OF PPI - SOUTH AFRICA COACHES ARE FORMER PROGRAM PARTICIPANTS

CHILDREN RECEIVED WEEKLY
LIFE-SKILLS EDUCATION

YOUTH SELECTED TO RECEIVE PROFESSIONAL DEVELOPMENT
TRAINING IN LAUREUS YOUTH EMPOWERMENT THROUGH
SPORTS PROGRAMME





## SPIN SPORTS AND PEACE INNOVATION NETWORK

PPI's Sports and Peace Innovation Network (PPI - SPIN) shares PPI's institutional knowledge with others seeking to harness the power of sport for youth civic engagement, leadership development and conflict transformation. With key partners like adidas and the Laureus Sport for Good Foundation, PPI – SPIN is making social impact accessible to youth sport practitioners around the world.



In 2015, PPI teamed up with the Kansas City Police Athletic League (KCPAL) to bridge divides between police and the communities they serve. In a 2-day launch event, PPI flew to Kansas City to train police officers in PPI's Conflict Resolution through Sport Curriculum, and lead a basketball clinic for Kansas City youth. One officer said, "PPI showed me that you can bring any walk of life together, find a common ground, and if there is something you can work to accomplish together you can forget about why there was conflict in the first place."

#### PROJECTS:

2006: Afghanistan - Youth Sports Exchange

2008: New Orleans, LA - PeacePlayers International

2010: South Africa - Indigo Youth Movement

**2011**: *Morocco, Ireland & Bulgaria* - Anatomy of Peace Training *Tajikistan* - International Sports Programming Initiative *Kyrgyzstan* - Innovations in Coaching Kids

2012: Argentina - Sports & Peace Innovation Network Training

2013: Chicago, IL - Peace on the Court Yemen - Promoting Youth Civic Engagement Brazil - Sports & Peace Innovation Network Training Switzerland - UN Sport for Development Camp

2014: Ethiopia - Worldwide Orphans Soccer League Sweden - United Nations Sport for Development Camp

2015: Portland, OR - Peace on the Court
Northern Ireland - Sport & Diversity Program
Kansas City, KS - Police Athletic League
Washington, DC - Leadership Development
Program with adidas

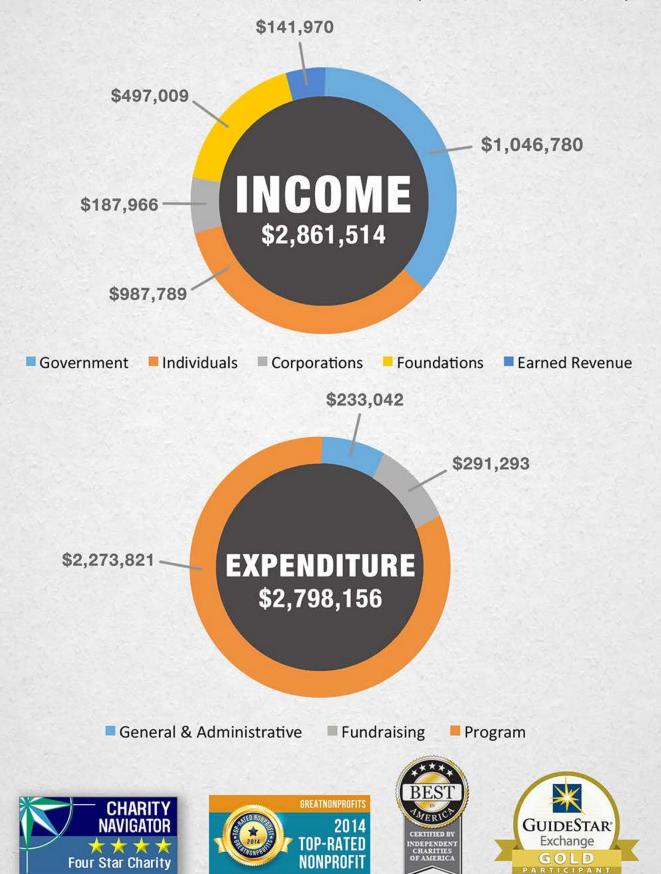
Bosnia & Herzegovina (planned)

Youth Sports Coaches Training



#### PEACEPLAYERS INTERNATIONAL FINANCIALS

FY 2015 GLOBAL STATEMENT OF ACTIVITIES - UNAUDITED (JULY 1, 2014 - JUNE 30, 2015)



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WE RELY ON THE GENEROSITY OF FRIENDS SUCH AS YOU TO DEVELOP FRIENDSHIPS IN REGIONS OF CONFLICT AROUND THE WORLD.

THANK YOU FOR SUPPORTING PEACEPLAYERS INTERNATIONAL!



### OUR DONORS

**OUR 2015 FISCAL YEAR - (JULY 1, 2014 - JUNE 30, 2015)** 

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PPI's Palestinian and Israeli young leaders visit the White House basketball court with National Security Advisor, Susan Rice, and Assistant Secretary of State for Educational and Cultural Affairs, Evan Ryan, thanks to the U.S. Department of State SportsUnited Program.

## \$10,000 AND ABOVE

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Founder of Reach Sports Management and former Africa Manager of the Laureus Sport for Good Foundation, Mthokozisi Madonda, mentors youth at the 2015 PPI - Cyprus Summer Camp.

(below)
PeacePlayers International visits a Brooklyn Nets
pre-season game with NBA center Brook Lopez and
PPI board member, Irina Pavlova.



#### \$250 AND ABOVE

451 MEDIA ADAM KALIKOW ALEX KARNAL ALEX MASNYK

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YELENA SEDELNIKOVA
ZELDA AND DAVID GREENSTEIN



PPI - Middle East hosts representatives from USAID, United States Consulate General Jerusalem, and the United States Embassy Tel Aviv including U.S. Ambassador to Israel, Daniel Shapiro.



Portland, Oregon youth learn about selfrespect, conflict awareness, and bullying at AC Portland's pilot basketball program, a partnership with PPI and adidas.



bridging divides | developing leaders | changing perceptions

ON BEHALF OF ALL OF US AT PEACEPLAYERS INTERNATIONAL, THANK YOU FOR HELPING THOUSANDS OF YOUNG PEOPLE OVERCOME RELIGIOUS, ETHNIC AND CULTURAL DIVIDES.

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