



PEACE PLAYERS

# ANNUAL REPORT 2018





## A LETTER TO OUR SUPPORTERS

Dear Friends of PeacePlayers,

Over the last year we have experienced incredible progress and a period of significant growth, as we continued to empower young people in divided communities both near and far. In a world that seems to be growing ever more divided, our critical work to bridge those divides continues to build momentum in Cyprus, the Middle East, Northern Ireland, South Africa and also the United States.

It's hard to believe that it has been two years since we launched a game-changing partnership with Nike, which helped us embark on the establishment of our first-ever year-round programs in the United States. In 2018 we launched new programs in Los Angeles and Chicago, on the heels of a successful 2017 launch of programs in Baltimore, Brooklyn and Detroit. In all five of these U.S. cities we are now working to bridge racial and geographic divides while developing a network of youth leaders who are shaping a better future for all us.

All of this emerging while our programs received continued recognition in 2018 for our proven impact - winning awards from the Middle East to South Africa that you will see in the pages that follow. We have more than doubled the size of our PeacePlayers' year-round, global footprint in this time which is incredibly exciting but our work is far from complete.

As we reflect on this growth and look forward to a new era of peacebuilding as a global network, we are excited for what the future holds for PeacePlayers. We hope that as you read this, you too are proud of the role that you are playing in uniting divided communities through the power of sport. Thank you for your belief and commitment to help us foster human connections to create a more peaceful world.

**BRENDAN TUOHEY**

**CO-FOUNDER AND EXECUTIVE DIRECTOR**



## OUR MISSION

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To unite divided communities through sport

## OUR VISION

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Individual and communal connections creating a more peaceful world

## THEORY OF CHANGE

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**When** PeacePlayers engages youth in communities experiencing conflict across divides that have historically fueled the conflict **and** implements sustained, sports-based programming that is led by committed and effective local coaches and grounded in leadership development and peace education **then** youth develop the skills, attitudes and behaviors that enhance their ability to reduce conflict in positive and productive ways in the short-run. **And** in the long-run, PeacePlayers will support youth who emerge from the program to be able to lead others in their community to build a more peaceful society.

# IMPACT TO DATE



2,000  
COACHES  
TRAINED



75,000  
YOUTH SERVED



20  
COUNTRIES  
IMPACTED



260  
COMMUNITY  
PARTNERS,  
SCHOOLS AND  
NONPROFITS

# AWARDS + RECOGNITION



WINNER  
KWAZULU-NATAL  
RECREATION BODY  
OF THE YEAR



KWAZULU-NATAL RECREATION  
BODY OF THE YEAR



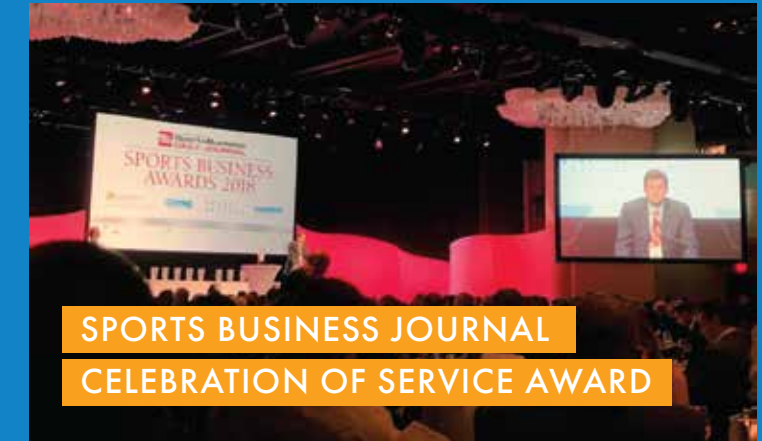
WINNER  
INSTITUTE OF INTERNATIONAL  
EDUCATION (IIE) VICTOR J.  
GOLDBERG PRIZE FOR PEACE IN  
THE MIDDLE EAST



INSTITUTE OF INTERNATIONAL EDUCATION  
(IIE) VICTOR J. GOLDBERG PRIZE FOR PEACE  
IN THE MIDDLE EAST



WINNER  
SPORTS BUSINESS  
JOURNAL CELEBRATION  
OF SERVICE AWARD



SPORTS BUSINESS JOURNAL  
CELEBRATION OF SERVICE AWARD



# YEAR IN REVIEW

2018 WAS AN INCREDIBLE YEAR FULL OF ACTIVITY. HERE ARE A FEW HIGHLIGHTS OF THE MAJOR EVENTS AND PROJECTS THAT TOOK PLACE.

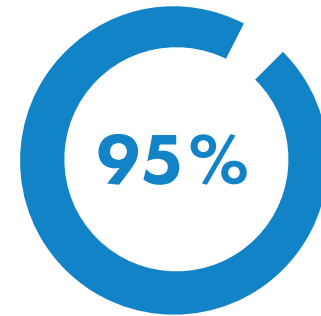


# SOUTH AFRICA

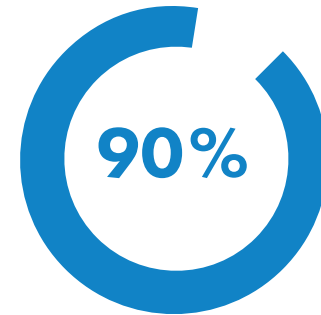
## BACKGROUND

South Africa is continuing to emerge from almost 50 years of apartheid, a system of institutionalized segregation favoring whites over other racial groups. Since the end of apartheid, economic and social disparities between groups have remained widespread.

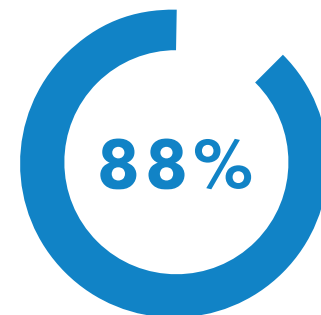
PeacePlayers-South Africa operates in Durban, the largest city of the KwaZulu-Natal province. Many participating youth do not have the financial ability to take part in extracurricular activities, particularly those held outside of their neighborhoods; thus, when program activities require travel to different areas of Durban, it is often the first time they are exposed to communities other than their own. Program participants, several of whom are immigrants to South Africa from other African countries, are also affected by ongoing anti-immigrant tensions in Durban.



of participants say they have confidence in their ability to be leaders amongst their family, friends and peers



of participants report having a new experience through the program



of participants and coaches have made friends with someone who live in a different area

## FEATURING ELIEZER KABUYA

Eliezer is originally from the DRC [Democratic Republic of Congo], and when he came to Durban he didn't know anyone. PeacePlayers was a chance for him to play basketball, which he has always loved, and meet people. Not only has he made lots of friends through PeacePlayers, Eliezer has traveled to many parts of Durban, and he knows that if you go to new places to play, even if you don't know anyone there, you can play basketball. PeacePlayers has also taught him to respect people, and work hard, so he is able to focus on schoolwork, basketball and his chores. He says that he is now where he wants to be in life, because he has surrounded himself with good people through PeacePlayers.



# NORTHERN IRELAND

## BACKGROUND

Despite the existence of a 1998 peace agreement that formally ended decades of conflict known as “the Troubles,” 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. PeacePlayers-Northern Ireland operates primarily in the city of Belfast, where Catholics and Protestants live in proximity to each other yet do not share the same public spaces. The areas where Protestant and Catholic neighborhoods intersect are known as “interfaces;” during the height of the conflict large walls were constructed at some of these interfaces, many of which remain in place today. PeacePlayers-Northern Ireland focuses much of its programming on these interface areas, which are most affected by the legacy of the Troubles.



of participants say they have made friends from different communities and religions since joining PeacePlayers - Northern Ireland



of participants demonstrate strong self-esteem



of participants say they now challenge peers on prejudice or stereotypes since being in the program (vs. 33% who said they did before joining)

## FEATURING ANNA HINCHCLIFFE

When Anna first joined PeacePlayers, she had just been diagnosed with generalized anxiety, making it was hard for her to do certain things or attend events. Being in PeacePlayers helped her deal with her anxiety because she really enjoyed it and she knew that what they were learning was going to impact her life and friendships for the better.

Now, Anna has gone with PeacePlayers to Cyprus, Israel and Norway. She credits the program with helping her become a leader, growing her self-confidence, and showing her that she can put herself out there. She knew that if she stayed in PeacePlayers--if she stayed in the meeting for another 15 minutes, if she went to the next game--she would be OK. And she credits PeacePlayers with helping her deal with her anxiety because of the people and the positive, supportive environment.

# MIDDLE EAST

## BACKGROUND

In Israel, deep social divides continue to undermine generations of peacemaking efforts. Repercussions of the decades-long conflict are felt in the daily lives of PeacePlayers-Middle East participants and their families. In Jerusalem, Arab residents generally live on the eastern side of the city, while Jewish residents reside in west Jerusalem. Moving between the two areas – which youth do regularly in order to engage in mixed activities – is not common, and can be difficult during periods of heightened violence. Despite ongoing violence and political setbacks, PeacePlayers-Middle East has continued to grow, working with Arab and Jewish youth in Jerusalem, the center region and north of Israel.



of PeacePlayers-Middle East participants are female



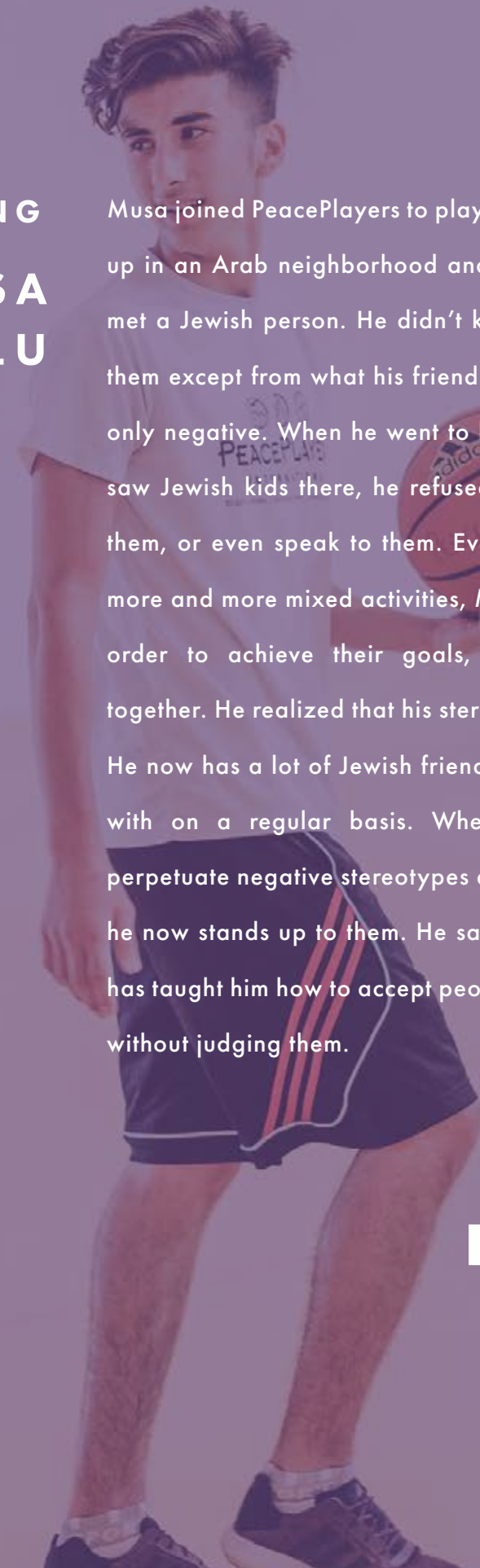
of veteran participants say they are willing to go to school with, visit the homes of, etc. people from "the other side"



of participants say their parents support them playing basketball with kids from "the other side"

## FEATURING MUSA ABU-DALU

Musa joined PeacePlayers to play basketball. He grew up in an Arab neighborhood and had never actually met a Jewish person. He didn't know anything about them except from what his friends told me, which was only negative. When he went to his first twinning and saw Jewish kids there, he refused to pass the ball to them, or even speak to them. Eventually, after doing more and more mixed activities, Musa realized that in order to achieve their goals, they had to work together. He realized that his stereotypes were wrong. He now has a lot of Jewish friends, who he hangs out with on a regular basis. When his Arab friends perpetuate negative stereotypes about Jewish people, he now stands up to them. He says that PeacePlayers has taught him how to accept people for who they are, without judging them.





# CYPRUS

## BACKGROUND

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 separate communities. To this day, Greek-Cypriots generally live in the south of Cyprus, and Turkish-Cypriots in the north. Travel between the two sides of the island is relatively rare, and requires passing through a checkpoint.

As the only year-round bi-communal sports organization on the island, PeacePlayers-Cyprus brings together Greek-Cypriot and Turkish-Cypriot youth to build positive relationships that overcome generations of mistrust and formidable physical barriers to interaction. Youth participants generally speak different languages – Greek and Turkish – and most cross the UN Buffer Zone for the first time to take part in program activities.

OVER

260

PeacePlayers-Cyprus youth cross the buffer zone every year

70%

of participants had never participated in bi-communal or peacebuilding activities before joining PeacePlayers

75%

of participants say their parents think that PeacePlayers is a good program, particularly because of bi-communal focus

FEATURING  
SUREYYA  
CELMEN  
DEGER

Before PeacePlayers, Sureyya had been involved in different bi-communal activities in Cyprus, and had crossed from the North to the South many times. However, she could not get over a feeling of fear when she crossed because of news reports she had heard about cars being attacked.

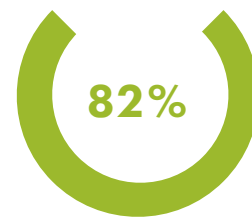
When she began working at PeacePlayers, she had to drive to the office in the South every day, so crossing in her car became normal. The more she met new Greek Cypriots, she realized that she needed to have a little trust in others. Interacting with Greek Cypriots is now part of her everyday life, and she's gotten to know them very well. Now, she not only feels comfortable spending the night or a weekend in the South, she has made good friends with Greek-Cypriots who she knows she can go to in any situation.

# UNITED STATES

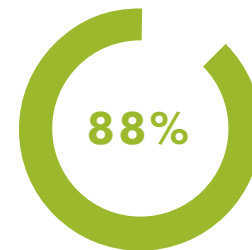
## BACKGROUND

In January of 2017, PeacePlayers International partnered with Nike to launch programming in five cities across the United States. Historical divides driven by race and geography have created an inequitable society in the U.S. As a result, many urban communities are affected by poverty, violence and instability. The main factors that hinder youth development in PeacePlayers' communities include a lack of access to after-school programming, limited positive role models, and a lack of in-school resources.

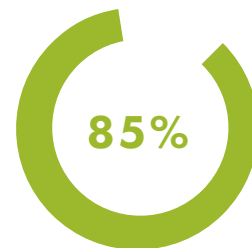
PeacePlayers engages youth from across racial and geographic divides in sustained, sports-based programming led by committed and effective local coaches and grounded in leadership development and peace education. Our goal is to develop a network of young leaders who become change agents in building a more peaceful and equitable society.



82% of Baltimore participants said the program helps them find better ways to fix their problems



88% of Detroit LDP survey respondents said they feel like they can stand up for what they think is right, even if their friends disagree



85% of Brooklyn participants are female



88% of participants said the program helps them be a better leader



LAUNCHED IN 2017

BALTIMORE  
BROOKLYN  
DETROIT

LAUNCHED IN 2018

CHICAGO  
LOS ANGELES

When I'm on the court it's different. You could be from Brooklyn and I'm from Detroit, but once we're on the court, we're family. We are all family when we're playing. That's what it means to be a PeacePlayer; bringing everybody together."

FADHL MOSES

PEACEPLAYERS DETROIT LEADERSHIP DEVELOPMENT PARTICIPANT

# LOOKING AHEAD




The world we live in today is more divided than ever, but at PeacePlayers we have seen over more than 15 years in different international contexts that sport, particularly basketball, has a unique ability to bring people together.

Through our partnership with Nike, we launched year-round sites in several U.S. cities for the first time in 2017. This has been an exciting opportunity to increase our impact, but has also come with new challenges.

We have recognized the need in the coming months to create a new U.S.-focused organization, to strengthen our PeacePlayers hub to support all of our programs around the world, and to build more capacity throughout the PeacePlayers network.

We continue to be committed to our mission to unite divided communities through sport as we envision a society where individual and communal connections create a more peaceful world for all of us.

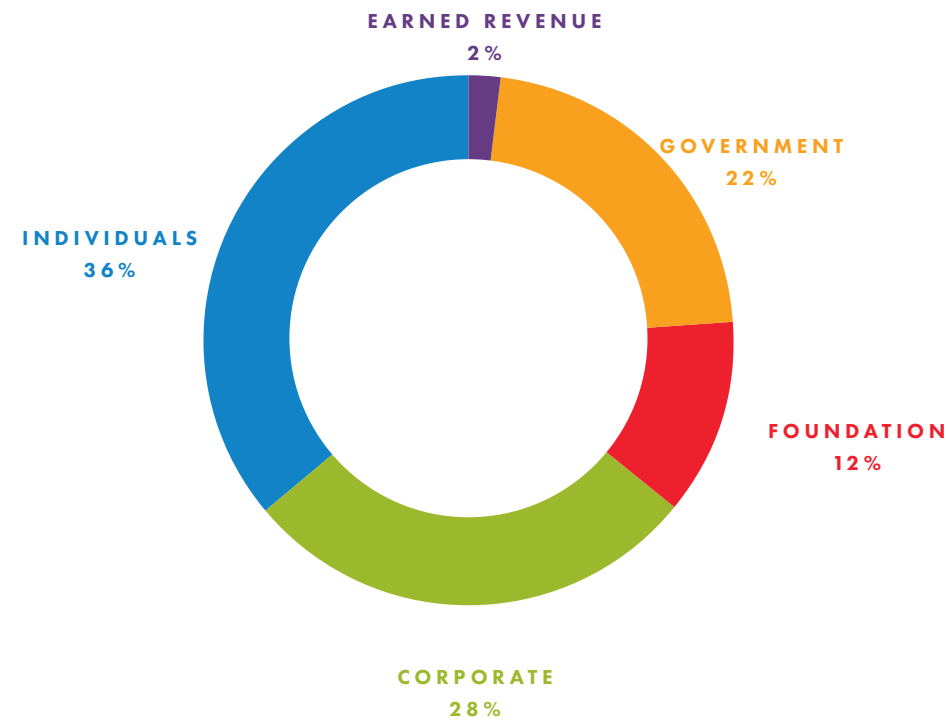
## MAXIMIZING OUR POTENTIAL REQUIRES ACHIEVING THREE STRATEGIC PRIORITIES IN THE FUTURE:

- 1** We are going to work to create a powerful, independent PeacePlayers-U.S. organization. This will be a “sister” organization to other local site organizations in our international network, and will manage all U.S. city programs in Baltimore, Brooklyn, Chicago, Detroit and Los Angeles. 
- 2** We want to enhance PeacePlayers' overall strength by supporting all of our program implementation with the necessary technical and operational support, fostering connections and sharing best practices to sustain our growth and impact. 
- 3** We also need to increase capacity throughout our PeacePlayers network to cultivate a diversified base of champions, both domestically and internationally, to support the entire movement of PeacePlayers across the world. 

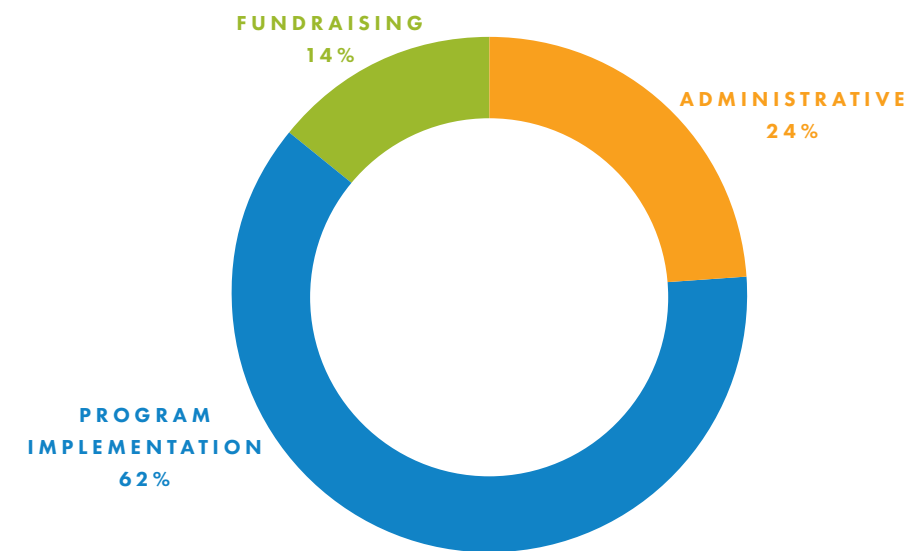
We are grateful for your continued support and commitment, as we have nearly tripled the size of our PeacePlayers footprint over the past two years. We look to continue to grow and sustain our impact by raising at least \$5 million in FY2019 and \$7 million in FY2020 to fully fund our recent U.S. growth and make investments that will lead to local sustainability across PeacePlayers worldwide.

# \$4.5M

## FISCAL 2018 BUDGET



### FUNDING SOURCES



### HOW PROGRAMS ARE SUPPORTED

# THANK YOU

\$100,000+ DONORS

- Win Sheridan
- Glenn and Suzanne Youngkin
- Brian and Jeannie Kriftcher
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