



annual report

2018

DREAM TOGETHER  
Sport for Peace



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Asia Sport Management Association

generationsforpeace  
2018  
annual report



## *Letter from* **OUR FOUNDER & CHAIRMAN**

HRH Prince Feisal Al Hussein of Jordan

**D**ear Friend, 2018 was a truly meaningful year for the global Generations For Peace community. I'm thrilled to invite you to join us in remembering our highlights from our 12<sup>th</sup> year.

Community, in all senses, has been the theme of Generations For Peace in 2018 – and in each instance of community fostered, the root of our success has been driven by our dedicated and passionate volunteers and Pioneers the world over.

2018 saw our GFP community expand, reaching milestones that, at our founding 12 years ago, were only dreamed of. In every aspect, we broke through significant barriers. At our headquarters in Amman and in locations around the world, our staff grew from 48 to 63 members, of 10 nationalities, with valuable support from 21 interns. On a global scale, our volunteer movement of surpassed 11,000 volunteers trained across Africa, Asia, Europe, and the Middle East. Through their commitment to transforming conflict into peace and passion into impact from the grassroots, we have eclipsed the milestone of 500,000 children, youth, and adults benefitted by our programmes. Each of these communities, as they grow in number, grow also in strength, impact, and sustainability.

Our community is not only measured in numbers: we deepened our focus on various communities facing heightened and consistent discrimination and exclusion on both local and international scales. With gender equality as a key focus for Generations For Peace in 2018, we strengthened gender content and gender sensitivity in our curriculum, trainings, and activities, partnering with organisations like UN Women and the U.S. Embassy in Kampala to address gendered issues more directly. In Jordan, this involved the incorporation of a gender component into our Nashatati and Maharati Programmes, while in Uganda, this came to life in programming aimed at tackling School-Related Gender-Based Violence. By directly addressing and working with communities often overlooked or taken for granted, we are not only transforming conflict, but building lasting peace.

Our community focus drives our participatory approach to supporting communities to secure the change they want to see, and is highlighted in the influential "Compendium of Participatory Indicators of Peace," published by the Generations For Peace Institute, sharing 114 indicators that have been developed and validated by community members in 27 countries over a period of four years, to serve as a resource for the broader peacebuilding community.

Finally, Generations For Peace took more action in 2018 than ever before to lift our heads up from implementation work and engage in more outreach and thought leadership as an active member of more global communities. Throughout the year, we shared knowledge and learned from communities of governmental and non-governmental organisations from around the globe. Our Pioneers spoke at the UN in Geneva on the importance of peace without borders and preventing violent extremism, at a "Narratives For Peace" event in New York, and more. I and other leaders of Generations For Peace followed their lead, sharing our expanding knowledge with influential communities in South Korea and at conferences across the US, Europe, and the Middle East.

Our community of partners also expanded in 2018 to include additional UN agencies, governmental donors, foundations and civil society organisations, Olympic Movement stakeholders, corporate and media partners, and many individuals. On behalf of our incredible Generations For Peace volunteers around the world, I want to thank you all for your support for the positive impact they are securing in their communities.

Most importantly, I would like to thank our global community of volunteers and participants who are building lasting, sustainable peace for generations to come.

It is because of your commitment, partnership, and passion that we are able to continue to

**...Pass it on!**



## Who WE ARE

**G**enerations For Peace (GFP) is a leading global non-profit organisation dedicated to sustainable, youth-led peacebuilding and conflict transformation from the grassroots.

We empower volunteer leaders of youth to promote active tolerance and responsible citizenship in communities experiencing different forms of violent conflict around the world.

### Mission:

To empower youth to lead and cascade sustainable change in communities experiencing conflict, through world-class, free education in conflict transformation and the use of sport, arts, advocacy, dialogue, and empowerment for peacebuilding.

### Vision:

Sustainable peace in actively tolerant communities through responsible citizenship.

### Our Values



#### Youth Leadership

We believe youth have a vital role to play in leading social change and transforming conflict in their communities.



#### Community Empowerment

We believe in working at the grassroots, supporting youth to build on local strengths to help communities transform themselves into tolerant, peaceful societies.



#### Active Tolerance

We believe peace is a process driven by active understanding, dialogue, and positive engagement with others, founded on trust and respect.



#### Responsible Citizenship

We believe social change begins with personal responsibility and is sustained when people are actively engaged in creating the shared future of their community.



Innovation



Quality



Impact



Sustainability

### Drivers of Change



**63** HQ Staff



**21** HQ Interns



**13** Field Coordinators

### Major numbers

 **50** Countries Reached

 **11,468** Volunteers trained

 **524,370** Lives impacted



## Our VOLUNTEERS

“Working from the grassroots allows us to cross that border between our ‘real lives’ and our ‘volunteer lives.’ Instead of building a ‘new impact,’ we as Generations For Peace volunteers are able to both deepen and broaden the impact that our day-to-day lives already have.”

Zakaria El Baba  
Pioneer, Lebanon



“Volunteering can be a space where we connect with individuals in our community. Volunteering allowed me to get to know some lovely individuals whose lives are different from mine, yet not so different as we all need respect, love, understanding, laughter, and joy to develop our community.”

Gulzhamal Abdulakhadova  
Pioneer, Kyrgyzstan



Through the success of its cascading model, Generations For Peace has trained an eighth generation of volunteers who live and implement programmes in high-conflict contexts across the Middle East, Africa, Asia, and Europe to address:

- Inter-tribal, -ethnic, and -religious conflict
- Violent extremism
- Gender equality
- Post-conflict trauma response, reconciliation, and reintegration
- Exclusion of minorities (including Internally Displaced People, refugees, and people with a disability)
- Challenges of integration in multicultural society

They use Sport, Arts, Advocacy, Dialogue, and Empowerment For Peace as peacebuilding vehicles to empower children, youth, and adults to transform conflict and build lasting peace.

### GFP tools



sport



arts



advocacy



dialogue



empowerment

“

“

“

“

“Peace can be taught and learned, as it consists of certain characteristics and skills and is about attitudes and mindsets. Instilling in youth a sense of leadership, understanding, and acceptance does far more to develop responsibility, trust, care, inclusion, and other characters that are essential to building peace.”

Tornike Chargeishvili  
Pioneer, Georgia



“There are many approaches to peacebuilding, but I have seen one constant spanning across all conflict: youth must not just be involved – they must be at the forefront.”

Naa Adei Boateng  
Pioneer, Ghana



# Our LOCATIONS

Generations For Peace has trained young volunteers in 50 countries around the world. In 2018, our active programmes run by those volunteers touched thousands of lives and left positive impact on communities in 20 countries across Africa, Asia, Europe, and the Middle East



## Africa

- Algeria
- Burundi
- Côte d'Ivoire
- Egypt
- Gambia

## Asia

- Afghanistan
- Bangladesh
- India
- Indonesia

## Europe

- Armenia
- Azerbaijan
- Belarus

- Ghana
- Kenya
- Lesotho
- Liberia
- Libya

- Iraq
- Jordan
- Kyrgyzstan
- Lebanon

- Bosnia and Herzegovina
- Cyprus

- Madagascar
- Nigeria
- Rwanda
- Senegal
- Sierra Leone

- Nepal
- Pakistan
- Palestine
- Sri Lanka

- Georgia
- Republic of North Macedonia

- Somalia
- South Sudan
- Sudan
- Togo
- Tunisia

- Tajikistan
- Timor-Leste
- Turkmenistan
- Yemen

- Republic of Kosovo
- Russian Federation
- Serbia
- Ukraine



## Satellite Offices

Nigeria: in Kaduna  
South Sudan: in Juba



## Local Registrations

Bosnia and Herzegovina: in Sarajevo  
Nigeria: in Kaduna  
Somalia: in Garowe and Mogadishu  
South Sudan: in Juba  
Sudan: in Khartoum

Countries in dark blue had active programmes during 2018



## JORDAN *Programmes Highlights*

Jordan is the home of GFP HQ, the location for many of our trainings and gatherings of international volunteers, and the context for some of our largest programmes. We are active in schools and youth centres across each of the Kingdom's 12 governorates, impacting thousands of children, youth, and adults and promoting sustained behavioural change.



In 2018, Generations For Peace, alongside the Ministry of Education (MoE) and in collaboration with UNICEF, completed a series of 12 regional trainings to prepare participating teachers for the expanded Nashatati Programme, which this year doubled its reach from 100 to 200 schools, implementing life skills and sport-based activities directly impacting 18,000 and indirectly benefitting 24,240 additional youth.

We also worked with the Ministry of Youth (MoY) and UNICEF to further expand the Maharati Programme from 40 to 150 youth centres. Using sport-based activities to develop life skills and foster social cohesion, the Maharati Programme now directly impacts 45,000 youth, with indirect affects benefitting an estimated 150,000 additional youth between the ages of 10 and 24.

Generations For Peace is furthering our commitment to gender equality through the introduction of a gender component to our Nashatati and Maharati Programmes, thanks to our new partnership with UN Women. Introduced in August and targeting 84 schools and 150 youth centres, the component will impact more than 600,000 Jordanian and Syrian refugee youth over 18 months, using sport-based activities to promote resilience and empowerment from a gender-sensitive perspective.





## INTERNATIONAL *Programmes Highlights*

**W**ith active programmes in 20 countries in 2018, Generations For Peace used its innovative peacebuilding tools to engage children, youth, and adults to transform conflict and build peace in diverse conflict contexts across Africa, Asia, Europe, and the Middle East.

### Sub-Saharan Africa

In Nigeria, 2018 saw the launch of the scaled-up second phase of "United in Diversity: Strengthening Inter-ethnic and Inter-religious Acceptance in Kaduna State, Nigeria," supported by the U.S. Embassy in Abuja. First launched in 2017, the programme has used dialogue, arts, and advocacy to counter violent extremism and prevent violent conflict, and aims to increase tolerance and acceptance among different ethnic and religious groups in Kaduna State.

In Uganda, with our local partner Rights of Young Foundation, we for the first time implemented programming in Ugandan schools, thanks to a grant from the U.S. Embassy in Uganda. The programme uses Sport and Arts For Peace in secondary schools in Wakiso and Soroti to address and reduce the gender-based violence that has become an increasingly pressing issue across the country.

In South Sudan, Generations For Peace, the International Basketball Foundation, the South Sudan Basketball Federation, and the South Sudan National Olympic Committee are addressing inter-tribal conflict and improving relationships among and between youth from Dinka and Nuer tribes. Using 3X3 basketball, youth are provided a safe space to interact across tribal lines, breaking down stereotypes and building tolerance, trust, and understanding.



### Asia

Our programmes and activities in Asia addressed a range of violent conflicts in 2018. In Kyrgyzstan, children and youth face ethnic conflicts that often escalate to violence in Batken region, where Kyrgyz, Tajik, and Uzbek communities live in close proximity. In partnership with the Olympic Council of Asia, we used sport-based activities throughout 2018 to engage diverse youth and create meaningful friendships that overcome conflict.

In 2018 we completed the second year of the “Religions to Reconcile” Programme to strengthen District Inter-Religious Committees across Sri Lanka. In partnership with USAID and the National Peace Council of Sri Lanka, the Programme’s impact inspired an astonishing 85% participation rate in weekly sessions over 6 months, providing youth the opportunity to break down the barriers between them, pave the way for trust amongst them, and build a peace that will empower them to pass it on.



## Europe

In Europe, Generations For Peace saw the completion of its first Dialogue For Peace Programme cycle in the Republic of North Macedonia. In Tetovo, a city near the border of Albania where ethnic conflict often leads to outbreaks of violence, our volunteers spent time getting to know Albanian and Macedonian adults, learning about their backgrounds, beliefs, and feelings toward surfacing conflict. They were then invited to participate in sessions of Transformative Dialogue, created by the Institute for the Study of Conflict Transformation and facilitated through GFP's Dialogue For Peace activities.

## MENA

In the MENA region, our Lebanon team engaged marginalised youth with youth-led initiatives and sustained activities, introducing and increasing knowledge about human rights values across 10 communities. In addition, we co-hosted the EU MADAD Youth Resolve summer camp, with a consortium of organisations including



CAFOD and Caritas Lebanon, Islamic Relief, Questscope, and World Vision, which brought together 120 Syrian, Palestinian, and Lebanese youth from across those same communities to be trained by professional artists.

Following the 2017 launch of our partnership with The United Nations Population Fund (UNFPA) in Iraq, 75 youth leaders attended the second of two trainings in January 2018 to learn about peacebuilding and conflict transformation through advocacy – overcoming stereotypes and nurturing deeper understanding, tolerance, and trust.





## INSTITUTIONAL *Learning*

### **A**dvanced Training 2018

With the support of Samsung, Generations For Peace annually commits itself to horizontal knowledge exchanges and the recognition of the exceptional achievements our volunteers have made around the world. In 2018, we welcomed 35 experienced volunteers from 9 countries to the Dead Sea to take part in the eighth-annual Advanced Training.

The five-day training covered such topics as the global peacebuilding landscape, coalitions operating on an international level, and partnership building in pursuing peace. Volunteers also learned about the 'whole-of-community' approach in volunteer-led peacebuilding programmes, gendered aspects of conflict management, and participatory processes for programme quality assessment.

The Training concluded with our annual Samsung Generations For Peace Awards, presented to volunteers from countries who made notable progress aligned with GFP's four "Drivers of Change" in 2018.

- **Innovation Award:** Nigeria, "Youth Advocacy for Inter-religious and Inter-ethnic Integration Programme." Advocacy For Peace.
- **Quality Award:** Jordan, "Social Cohesion in Host Communities Programme." Sport and Arts For Peace.
- **Impact Award:** Sri Lanka, "Religions to Reconcile." Sport and Arts For Peace.
- **Sustainability Award:** Lebanon, "Engaging Youth for Human Rights and Social Cohesion." Sport and Arts For Peace.



### Local Trainings

Throughout 2018, Generations For Peace conducted 54 local trainings, reaching a total of 1,088 volunteers in 1,160 total training hours covering unique and location-specific topics and conflicts around the globe

In Rwanda, Generations For Peace held a local training that brought together volunteers from different sectors – including media and civil society – in preparation of our first-ever implementation of Advocacy and Arts For Peace programming in the country, enabling us to build on our past work and networks through Sport For Peace in four Rwandan provinces.



© GFP Lebanon



# RESEARCH. KNOWLEDGE. OUTREACH.

## R esearch:

Within studies of conflict and peace, participatory methods are gaining recognition and validity. The rise of community-based processes has led to the development of participatory monitoring and evaluation (PM&E) in recent years as a more meaningful alternative to traditional methods for measuring social change in development projects. Much of our research in 2018 surrounds this key topic.

The 2018 Generations For Peace Institute "Compendium of Participatory Indicators of Peace," for example, was developed in order both to demonstrate that investments in technical capacity-building with local communities yield meaningful results and to spark measurement ideas for other community members engaged in designing and evaluating their own processes of social change. In total, 114 indicators have been developed and validated in 27 countries over a period of four years, to serve as a resource for other grassroots-level peacebuilders around the world.

In addition to the compendium, GFP Institute published "Democratising Indicator Design and Measurement: A Case Study of the Participatory Monitoring Approach." This case study analyses which aspects of participatory monitoring work by tracking indicators from 27 countries, closely exploring results in 13 countries, surveying 45 local GFP volunteers from around the world, and interviewing six GFP HQ members. A set of six recommendations has emerged, providing platform for further development for any organisation choosing to use participatory monitoring in its work.

The Institute also published the "2018 Study of GFP's Reflective Practice in the Field." It delves into reflective practice in peacebuilding, examining how we evaluate our theories of change and ensure that designs, implementation plans, and actions are grounded in the needs, limitations, and complexities of the contexts we are working in.



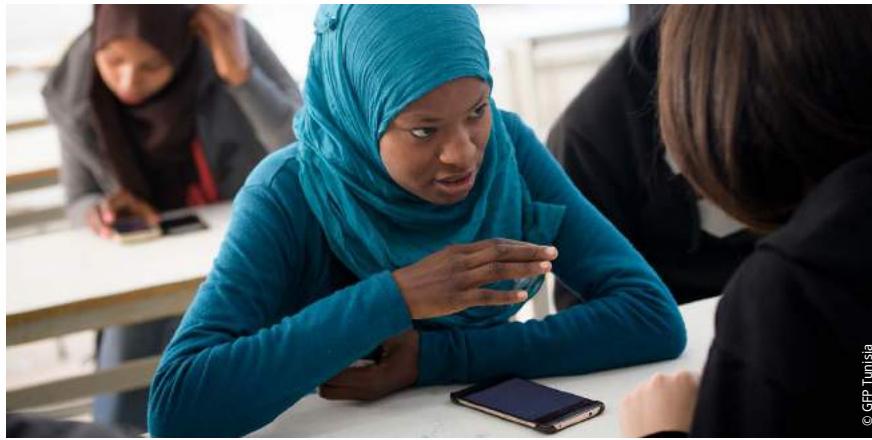
© GFP Macedonia

## K nowledge

2018 also represented a year of commitment to knowledge growth, sharing, and learning. In March, GFPI completed a knowledge management toolkit that provides a series of learning tools, ideas, and methodologies – including various approaches to capture and share knowledge, practices, and skills.

Throughout the year, GFP's curriculum was updated and expanded, based on the feedback of programme beneficiaries as well as strategic peacebuilding focus areas. As a part of our commitment to foster and advocate for gender equality and women's empowerment, GFPI created a Gender Toolkit for all sport-based programming, providing a "how-to" for mainstreaming gender-centric activities in

Sport For Peace. New content on safeguarding and protection for children and youth has also been mainstreamed in all peacebuilding vehicles, as well as more content on prevention of violent extremism; participatory conflict analysis, monitoring, and evaluation; advocacy and partnerships; and financial management.



### Outreach

In October, Generations For Peace attended a series of meetings in Washington, D.C., which culminated with Alliance for Peacebuilding's Annual PeaceCon 2018. Sessions on funding and peace narratives, violent extremism, peacebuilding education, collaborative learning and adaptation, and youth resonated strongly with GFP's experience, which was shared with some 640 attendees representing 250 organisations from 40 countries.

In September, we launched our revamped website, which includes an interactive map, updated programme information, and a complete Arabic counterpart – all to provide an engaging and informative experience with improved functionality.

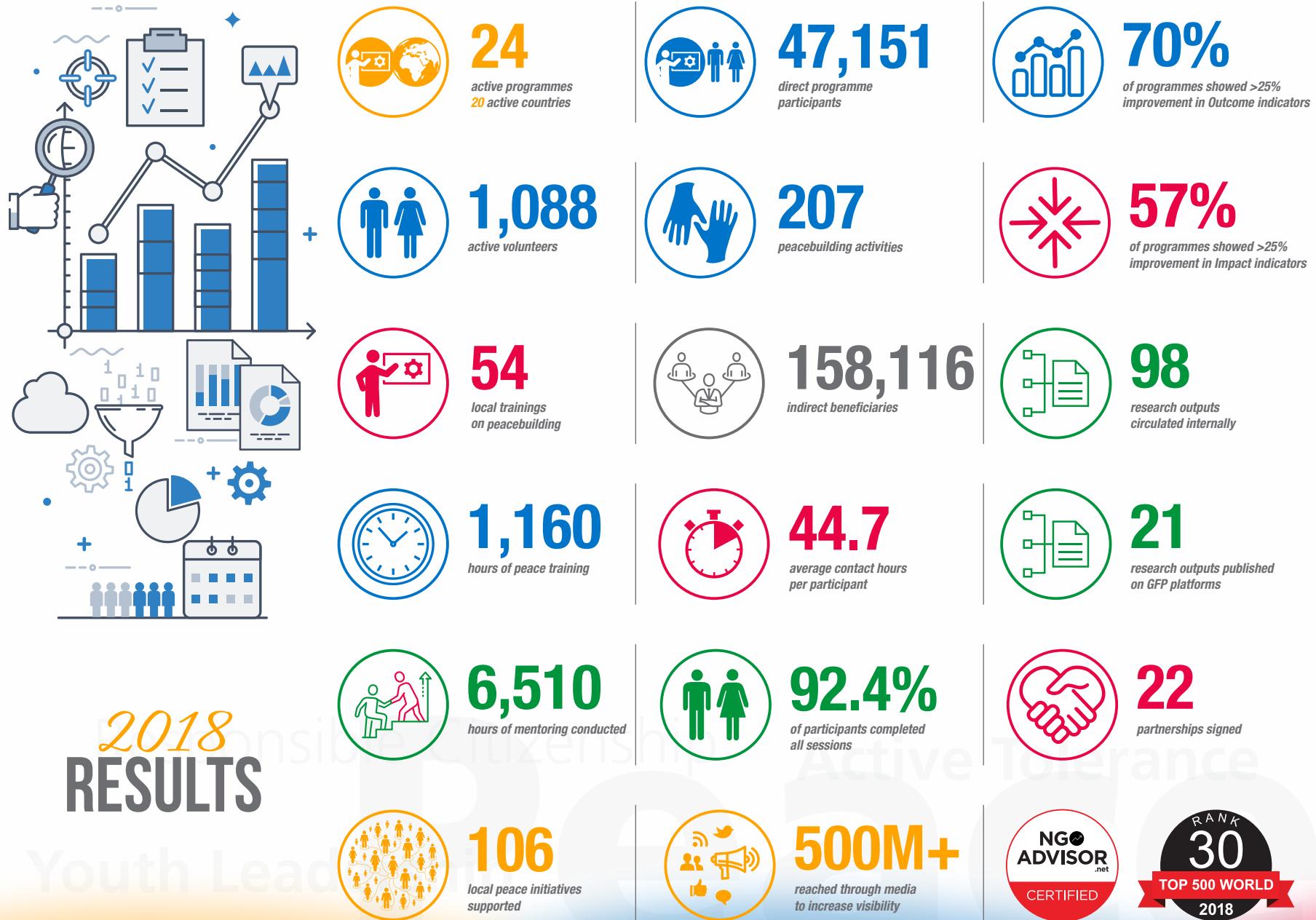


Generations For Peace was more active than ever when it came to thought leadership in 2018.

- GFP President Dr. Mohanned Al Arabiat attended Rotary's sixth Presidential Peacebuilding Conference in June, delivering a keynote presentation of the event which centred on peace and stability in Jordan and its role in the Middle East in terms of refugees, and speaking on a variety of topics in four other sessions.
- On International Day of Peace, we shared our insights with leaders around the world. In Geneva, two of our Pioneer Facilitators gave an address on "Peace without Borders" at the UN Palais de Nations. In New York, we co-hosted a "Narratives For Peace" event with PartnersGlobal, MBC Al Amal, and others to reframe how we talk about peacebuilding.
- Generations For Peace Pioneers from Jordan and the Republic of North Macedonia shared their insight, experience, and expertise during a compelling panel discussion titled, "Youth Perspectives on Peace, Peacebuilding, and Preventing Violent Extremism: Turning 2250 into Action," at the UN as part of this year's Geneva Peace Week in November.
- Later that same month, HRH Prince Feisal Al Hussein delivered the keynote address at the 2018 "Dream Together" Forum in South Korea. Following the success of the 2018 PyeongChang Olympic Games, which saw the participation of unified North and South Korean team in some sports, he emphasised the power of sport to bring unity across identities, backgrounds, and nations.



# 2018 RESULTS





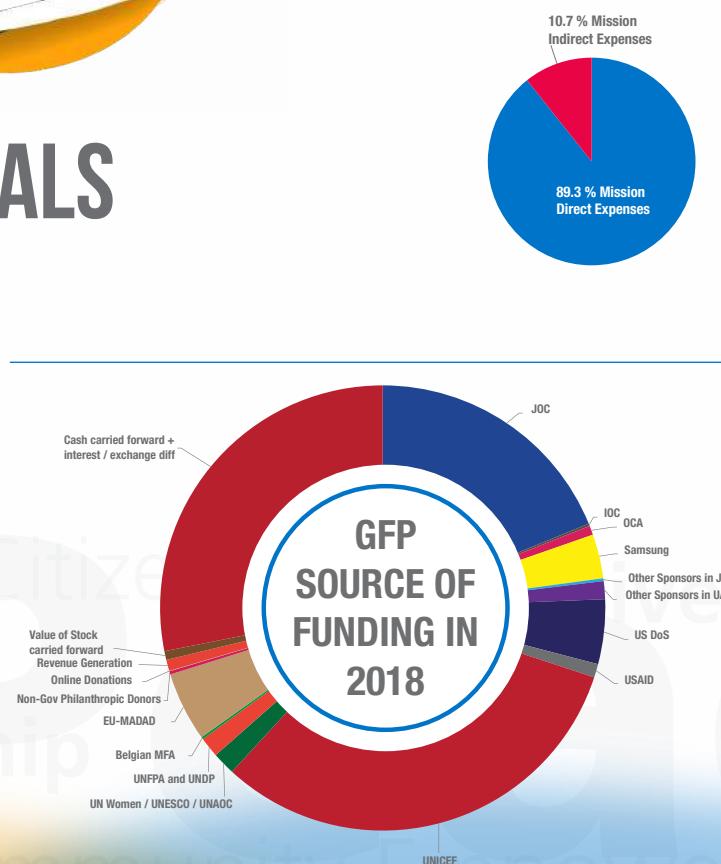
# 2018 FINANCIALS

## *Key Facts*

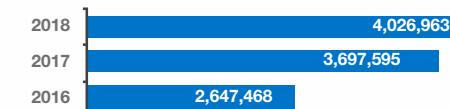
**O**ur audited financial statements are publicly available on our website.

Generations For Peace raises revenue by offering event management services at our well-equipped conference centre and auditorium in Sport City, Amman to clients including other NGOs, UN agencies, Embassies, and companies. All revenue generated from such events supports our peacebuilding work.

For more information please visit our website  
[www.gfp.ngo/en/facilities](http://www.gfp.ngo/en/facilities)  
or contact [venues@qfp.ngo](mailto:venues@qfp.ngo)



## GFP Expenditure Growth (JOD)



## GFP Funds used

- 37.80% Human Resources
  - 4.15% Admin Costs
  - 39.58% Programme Operations
  - 15.44% Advanced & Specialised Trainings
  - 1.37% Institute
  - 1.38% Communications
  - 3.51% Fundraising
  - 1.95% Capital Expenditure
  - 2.22% Office Expansion project
  - 5.76% Cash Reserve
  - 0.004% Contingency
  - 0.74% Unallocated stock of brand items c/

## GFP Source of Funding in 2018

- 18.82% Jordan Olympic Committee (JOC)
  - 0.18% International Olympic Committee (IOC)
  - 0.67% Olympic Council of Asia (OCA)
  - 3.21% Samsung
  - 0.20% Other Sponsors in Jordan
  - 1.31% Other Sponsors in UAE
  - 4.69% US DoS
  - 0.98% USAID-SRI
  - 31.80% UNICEF
  - 1.66% UN Women / UNESCO / UNAOC
  - 1.47% UNFPA and UNDP
  - 0.16% Belgian MFA
  - 5.04% EU-MADAD
  - 0.24% Non-Gov Philanthropic Donors
  - 0.03% Online Donations
  - 0.81% Revenue Generation
  - 0.64% Value of Stock carried forward
  - 28.11% Cash carried forward + interest / exchange diff.

# THANK YOU TO OUR 2018 PARTNERS AND DONORS

Major Donors		Institutional Partners				Programme Partners			
	This project is funded by the European Union				OLYMPIC REFUGEE FOUNDATION				
	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH				UPPSALA UNIVERSITET				
	INTERNATIONAL BASKETBALL FEDERATION Founded by FIBA			AIESEC	DPI NGO				
	Robert Bosch Stiftung			Anna Lindh Foundation	GPPAC				
				Serbian Patriotic Organization					
Recognition				Regional Partner	SAMSUNG	Telecom Partner			
									



**VOLUNTEER.  
PARTNER.  
DONATE.  
SHARE.**

Generations For Peace is an international non-governmental non-profit organisation registered in Jordan,  
and a charitable tax-exempt 501(c)(3) non-profit incorporated in the USA.

**We believe a more peaceful world is possible. We want to make it happen – now, and for future generations.**

**We believe in the enormous potential of young people to lead change. We are passionate about empowering them to transform conflict and reduce violence in their own communities.**

**We believe in measuring everything we do so we can learn, adapt, and improve our impact and sustainability.**

**Our unique curriculum and cascading model are delivering real results.**

**We are just over 11 years old, and for the last four years, we have been ranked within the Top 35 NGOs in the world – rising to join the ranks of the Top 30 in 2018.**

**We are a global community. We are Generations For Peace.**

**We love what we do, and we're inspired by our volunteers around the world.**

**If you are too, please join us: volunteer, partner, donate, or simply share your story.**

**Please ...pass it on!**