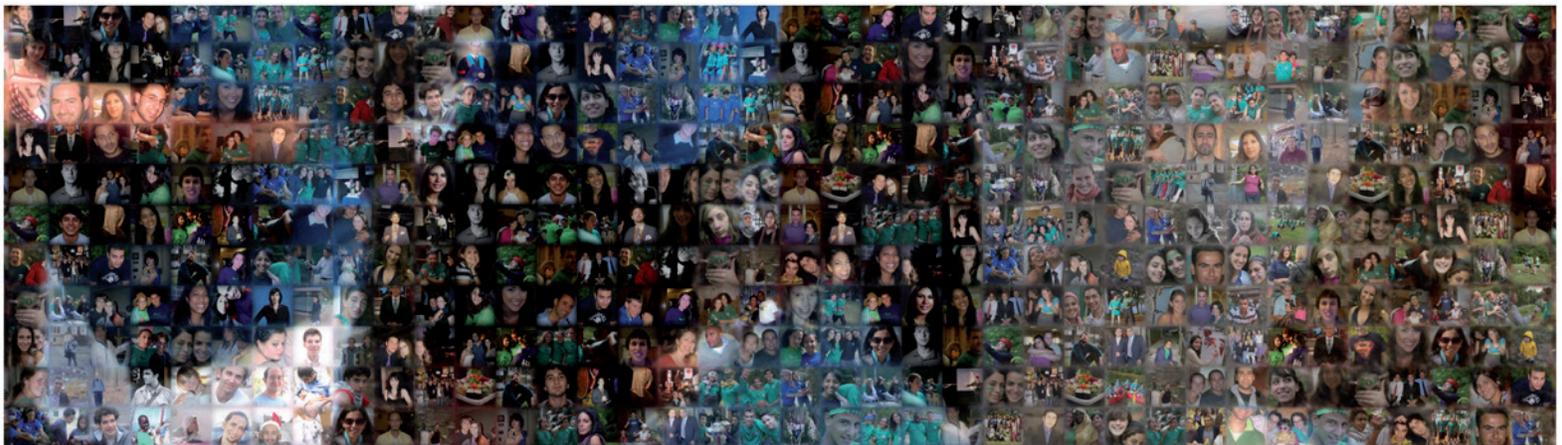




*celebrating*  
5,000 Seeds

# SEEDS of PEACE

## 2013 ANNUAL REPORT





WALKING FOR PEACE

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## Dear Friends,

I am proud to share with you our organization's annual report, detailing the courageous work our community has engaged in throughout 2013. We continue to work against many obstacles, but believe deeply that the investment we are making in new leadership on the ground will pay off for generations to come.

This year, as we focus on impact and diversity of programming, I am thrilled to be celebrating yet another milestone: the graduation of our 5,000th Seed.

When John Wallach founded Seeds of Peace in 1993, it was thrilling to be able to host 46 campers for the inaugural summer. It is amazing to reflect on the growth of our organization—from 46 to 5,000—and the countless others whose lives have been forever impacted by this powerful network of Seeds, educators, parents, counselors, and facilitators.

In 2013 alone, this network ran outreach programs at schools and community centers; led parent programs and local peace camps for younger children; created textbooks and courses for educators; and organized awareness campaigns like Bridges to Peace, which gathered over 1,000 supporters in over 45 cities.

We remain deeply invested in these 5,000 Seeds as leaders equipped to bring about real change, and honor the thousands of others that have already been impacted by their efforts, and the thousands more that will follow.

With heartfelt thanks for your support,

*Leslie A. Lewin*

Leslie A. Lewin,  
Executive Director

## INTERNATIONAL CAMP (MAINE)

PHOTOS | BOBBIE GOTTSCHALK

# What WE DO

**SEEDS OF PEACE INSPIRES AND EQUIPS NEW GENERATIONS OF LEADERS FROM REGIONS OF CONFLICT WITH THE RELATIONSHIPS, UNDERSTANDING, AND SKILLS NEEDED TO ADVANCE LASTING PEACE.**

Since 1993, Seeds of Peace has provided exceptional young people and educators from regions of conflict with the opportunity to meet their historic enemies face-to-face at our International Camp in Maine. We build on their extra-ordinary and crucial relationships and understanding through year-round regional programs that focus on the core leadership capacities needed to advance peace.

There are now over 5,000 Seeds and Educators from 27 countries who prove that solutions exist, peace is possible, and there is reason to have hope for a better future.



# Why WE DO IT

**YOUNG PEOPLE ARE CONSISTENTLY AT THE FOREFRONT OF MOVEMENTS FOR SOCIAL CHANGE AND CAN SERVE AS A DRIVING FORCE BEHIND EITHER PEACE OR VIOLENCE.**

Seeds of Peace is critically aware that the youth of today will be the parents, educators, politicians, lawyers, journalists, businesspeople, and other influencers of tomorrow. We therefore consider it crucial to nurture empathy and a global outlook in promising young leaders and to provide them with the partners, skills, and tools they need to overcome the legacies of hatred and mistrust that they inherit.

A close-up photograph of two young men with dark hair, smiling warmly at the camera. They are wearing bright green t-shirts. The man on the left is slightly in front of the man on the right. The background is softly blurred, suggesting an outdoor setting with greenery. The lighting is natural and bright, highlighting their faces.

# How WE DO IT

## **THE SEEDS OF PEACE EXPERIENCE STARTS FOR PROMISING LEADERS, AGES 14-16, WITH A TRANSFORMATIONAL 3-WEEK CAMP SESSION IN MAINE.**

Year-round regional programming for JUNIOR SEEDS enables this foundational Camp experience to take root at home, where it's most needed. Programs addressing core conflict issues, change-making, effective communication, and community outreach and development, maintain Seeds' commitment to peace and to each other, while furthering their ability to have a lasting impact on their societies.

Our SENIOR SEEDS program enables alumni to stay connected throughout

their college or military years. Initiatives like campus outreach, directed seminars, and Seed-led discussion groups provide further opportunities for leadership development, social action, and mutual support.

At age 22, Seeds become members of our GRADUATE ASSOCIATION, which facilitates continued cross-border networking and the creation of regional peacebuilding initiatives. Graduate Seed programs focus on support for Seeds in professional fields central to peace.

Seeds of Peace works with EDUCATORS from Seeds' home communities who are committed to combining peacebuilding with youth development. Seeds of Peace Educator Programs include local capacity-building workshops, cross-border encounters, community and youth engagement projects, and the development of curricula and resources.

# International Camp *Maine*

**1,680**

**Minutes**

of professionally-facilitated dialogue for every camper

**334 Campe**

**52 Educat**

**10 Delegati**

Afghan, Americ

Indian, Israe

Maine,

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**DIALOGUE (CAMP)**

PHOTO | BOBBIE GOTTSCHALK

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li, Jordanian,  
Pakistani,  
Palestinian,  
and Syracuse



**“At Camp I learned to listen to people, even if I didn’t agree with what they say. I learned how to understand other opinions, respect them, and became more open- minded.” — Shai (Israeli)**



## Camp Highlights

The 21st summer of the International Camp in Maine brought together the largest session of Middle Eastern and South Asian campers to date, followed by the largest session of Maine Seeds ever. A total of 334 campers graduated, bringing the number of Seeds worldwide to over 5,000.

Through a partnership with Say Yes to Education, a delegation from Syracuse, New York, attended the Seeds of Peace Camp for the third time, participating alongside campers from Maine.

For 110 minutes each day, campers engaged each other directly in small-group dialogue sessions organized by conflict region. Together, they tackled the most painful, divisive issues defining their conflicts by sharing their personal experiences, challenging each

other's perspectives and prejudices. As in past summers, the Middle East dialogue sessions were led by graduates of the Seeds of Peace Facilitation Course in Jerusalem.

Campers participated in Group Challenge activities with members of their dialogue group. The sessions involved physical and intellectual challenges that complemented the dialogue process by sharpening communication and teamwork skills.

Returning Peer Support campers from all delegations participated in an enhanced dialogue program focused on leadership development and personal growth. These PS campers researched organizations that are having an impact in their home communities and shared their findings with their peers. They also outlined ways to become involved with these nonprofits post-Camp. While in Maine, the campers visited local schools



and food banks as a step towards integrating their leadership skills into their lives and communities.

In honor of Seeds of Peace founder John Wallach, who believed strongly that forming relationships from the 'other side' of a conflict could be transformational, returning campers held a Café Night to encourage their peers to engage each other in conversations as a step to building these critical relationships.

This summer, John's belief was confirmed by behavioral science researchers at the University of Chicago Booth School of Business, who continued to study the impact of the Seeds of Peace experience on the attitudes of campers. In 2013, they found strong evidence that campers who formed relationships at Camp have significantly more positive feelings toward 'the other side.'

## Educators Course

Seeds of Peace Educator Programs work alongside our youth programs and seek to inspire and equip educators in conflict regions with the relationships, understanding, and skills needed to transform schools and communities and contribute to a culture of peace.

Thirty Educators from the Middle East, South Asia, and the United States participated in the third annual Educators Course in Maine called "Making History: Pluralism, Peace and the Past."

The group explored ways in which history and collective narratives contribute to conflict, and developed the tools necessary to use history to encourage respect, pluralism, and cross-cultural understanding, and a more humane, peaceful future.

# Seas of Peace

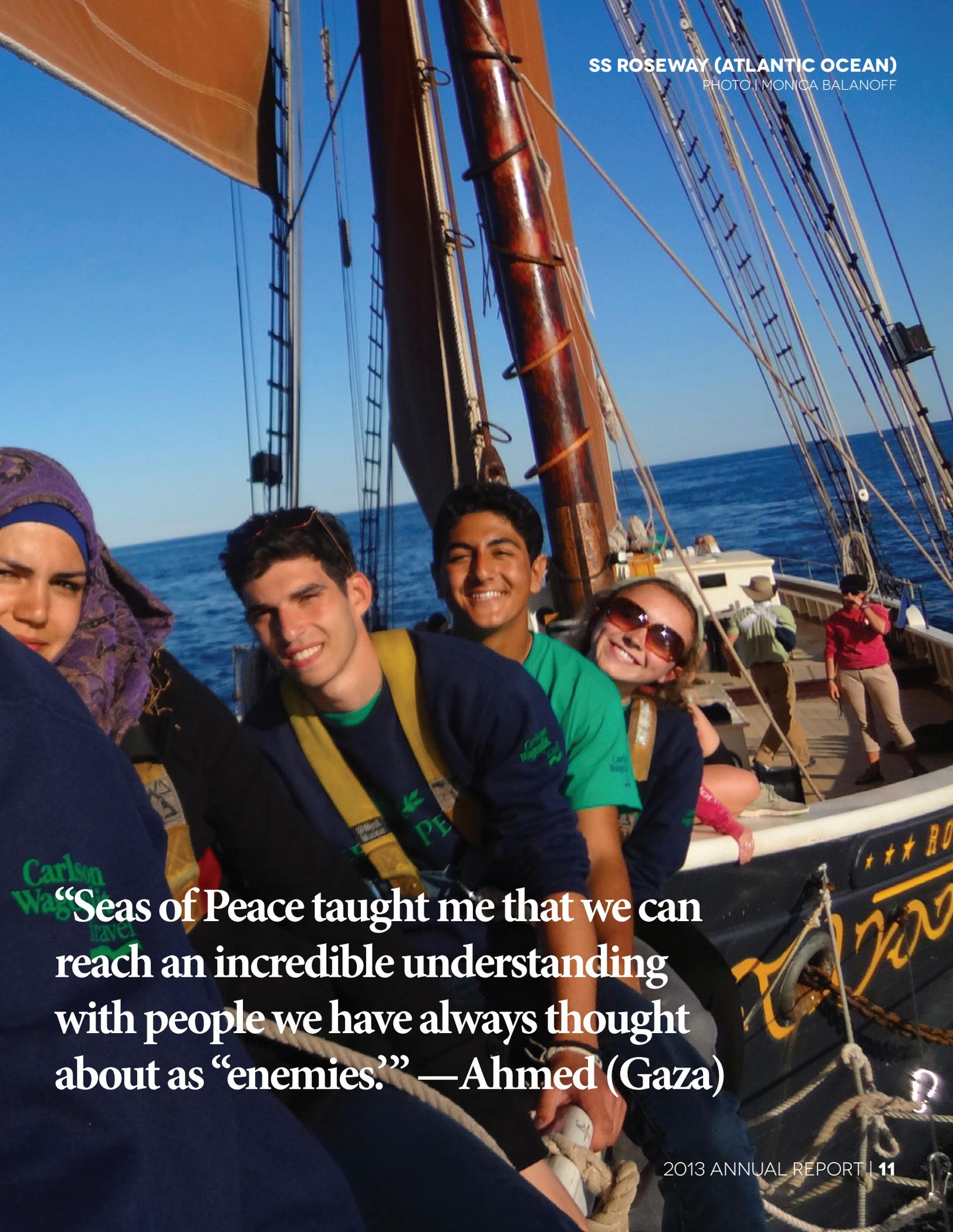
## *Atlantic Ocean*

For the third summer, American, Israeli, and Palestinian Seeds engaged each other in an intensive leadership and dialogue program while learning to sail as part of the Seas of Peace Sailing Program.

The 15 Seeds worked together to sail *The Roseway*, a 112-foot schooner built in 1925, from Portland, Maine, to Boston.

Dialogue sessions were based on Harvard University Graduate School of Education leadership principles and models, and were led by facilitators who had taught these concepts there.





“Seas of Peace taught me that we can reach an incredible understanding with people we have always thought about as “enemies.” —Ahmed (Gaza)

# Regional Programs

*Middle East*

*South Asia*

*United States*

Year-round activities build on the leadership skills that Seeds begin to develop at Camp, and are crucial factor in increasing longterm peacebuilding activity rates among Seeds.

Regional programming focuses on the most important assets that leaders in conflict regions need to create meaningful change:

STRONG RELATIONSHIPS  
across lines of conflict,

A sophisticated UNDERSTANDING  
of core conflict issues,

SKILLS in critical thinking,  
communication,  
and changemaking,

The ability to TAKE ACTION  
on behalf of peace.

SHAR

- BE OPEN
- BE WILL
- EXPECT M
- LISTEN TO  
RESPECTFUL
- CONTRIBUTE
- APPRECIATE
- WORK HARD  
PARTNERS
- BE THOUGH
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## FRIDAY'S AGENDA

Activities in 2013 included:

- Mediation Program (Jerusalem)
- Save A Child's Heart (Tel Aviv)
- Water Resources Binational (Jerusalem)
- Nelson Mandela Seminar (Ramallah)
- South Asia Multinational (Mumbai)
- Dialogue Facilitation Training (Portland)
- Youth Leadership Dialogue (Gaza)
- Interfaith Harmony Camp (Lahore)
- Game Changers Project (Mumbai)
- Bayti Trip (Israel, Palestine)
- Interfaith Dialogue (New York)
- Arab & Israeli Educators Seminar (Petra)
- Community Dialogue (Tulkarem)
- Habitat for Humanity (Karjat)
- Religious Dialogue (Shefa-'Amr)
- Religion & Violence Seminar (Washington, DC)
- Junior Seeds Seminar (Haifa)
- MLK Day Celebration (Portland)
- Community Dialogue (Jerusalem)
- New Media Workshop (Gaza)
- Religious Dialogue (Bethlehem)
- Community Dialogue (Tulkarem)
- Parents Dialogue Program (Israel, Palestine)
- Holiday of Holidays (Portland)
- Communications Seminar (Cairo)
- Community Dialogue (Bethlehem)
- Bara'em el Salaam Camp (Gaza)
- Youth Arts Festival (Jerusalem)
- History Project Workshops (Mumbai)
- Arab-Jewish Dialogue (Bu'eine Nujidat)
- Normalization Seminar (Ramallah)
- Educators Dialogue (Tel Aviv)
- Community Dialogue (Kfar Yassif)
- Maine Youth Summit (Portland)
- Community Dialogue (Gaza)
- Israel Elections Seminar (Tel Aviv)
- Community Dialogue (Portland)
- Women's Rights Dialogue (Gaza)
- Bara'em el Salaam Camp (Jenin)
- MLK Community Dialogue (Portland)
- Education Dialogue (Gaza)
- Religious Dialogue (Jerusalem)

## MEDIATION TRAINING (JERUSALEM)

PHOTO | ETHAN SCHECTER

### Middle East Programs

#### MEDIATION TRAINING

| For the second year in a row, Seeds of Peace partnered with USAID Harvard Law School faculty and alumni, to offer 36 Palestinian and Israeli Seeds a three-day training in basic mediation and negotiation called Bridging the Gap: How to Resolve Disputes Through Negotiation.

The training curriculum was designed for Seeds of Peace by students from the Negotiation and Mediation Clinical Program at Harvard. Participants engaged in a range of activities, including several negotiation and mediation role plays, where Seeds were challenged to take on specific roles, including that of “the other side.”



Seeds met in discussion groups to talk about how the new skills and concepts they were learning could be applied directly to their relationships and communication with each other and others across lines of conflict. The Seeds who attended the training will put their new skills to use by leading community dialogues and becoming peer mediators in their schools and communities.

**COMMUNITY DIALOGUES** | Funded by USAID, the dialogue series provided Seeds the opportunity to continue the discussions initiated at Camp within their own communities throughout the West Bank, Gaza, and Israel. The series is designed to educate and empower hundreds of youth, parents, educators, and adult community members to take a leading role in addressing the core issues that perpetuate conflict.

Seeds came together to share experiences and opinions on subjects ranging from secular-religious tensions in Israel, to women's rights in Palestine, participation in national service, Palestinian economic development, and Arab-Jewish relations. These dialogues concluded with discussions of potential solutions to these problems, and the creation of action plans for implementing positive social change. In many cases, Seeds facilitated the sessions, putting into practice leadership skills gained at Camp and at regional programs like the Harvard training.

**WATER RESOURCES SEMINAR** | Forty Israeli and Palestinian Seeds participated in Water Matters, a four-day seminar focused on the geopolitical, historical, environmental, and economic dynamics at play in the management of water resources in their region. Seeds learned about the reality of the water situation in Israel and the occupied Palestinian territories from environmentalists at Friends of the Earth Middle East.

**PARENTS DIALOGUE** | Seeds of Peace has relaunched a popular program for parents of Seeds, allowing dozens of Israeli and Palestinian parents to take part in facilitated dialogue similar to what their children experience at Camp. Two Seeds of Peace facilitators, one of whom is a Seed, ran three monthly meetings: two for Israeli and Palestinian parents in Jerusalem, and a third for Palestinian parents in Ramallah.

**BARA'EM EL SALAAM** | Over 160 Palestinians took part in two Bara'em El Salaam ("Buds of Peace") summer camps in the occupied Palestinian territories. A team of 20 Seeds and Educators led a six-day camp for more than 100 young Gazans focused on developing conflict transformation skills. The camp incorporated trauma relief exercises that allowed young participants to openly discuss their fears, hopes, and the daily impact of the occupation on their lives. They also had opportunities to express themselves through writing, art, and mu-

sic. In Jenin, 50 campers spent four days in group discussions, workshops, and community dialogues led by 12 Seeds and six Seeds of Peace educators.

**UNINATIONAL EVENTS** | Israeli Seeds simulated their national political elections, met with Knesset members, toured mixed Arab and Jewish cities, and held a Hack-a-Thon at the Google offices in Tel Aviv. Palestinian Seeds held a workshop addressing the contentious issue of normalization, examined Nelson Mandela's legacy of nonviolence, and visited a Palestinian refugee camp. In Jordan, Seeds came together to look at the rights of religious minorities and the impact of the growing Syrian refugee community in the country. Egyptian Seeds met to discuss the changing social and political realities in their country, and to develop skills for empathetic listening and building effective dialogue between groups with differing opinions or ideology.

**EDUCATORS** | Building on the 2012 Educators Course in Maine, over 50 Educators from across the Middle East gathered in Petra to continue exploring the link between the arts and peacebuilding, learning from each other, and sharing resources.

Local workshops throughout 2013 helped Educators develop their ability to contribute to a culture of peace. Israelis and Palestinians tackled topics like nonviolent communication, youth resiliency, new media and the arts, and moral imagination.

Educators received a second round of Seeds of Peace small grants awards, which invest in educators and ideas that have the capacity to create change. Awards went to projects that combine the arts with peacebuilding, including a book of poetry, a children's painting exhibit for a Palestinian museum, and an audio recording of the Jerusalem Youth Chorus. Educators also held a youth arts festival for over 80 Palestinian and Israeli children.



## Dialogue Facilitation Courses

With the support of USAID, Seeds of Peace ran its fourth intensive year-long facilitator certification training for Israelis and Palestinians. Of the 20 participants, just over half were Seeds.



In addition to running this course in basic dialogue facilitation, Seeds of Peace's professional faculty for the first time offered

an advanced certification in facilitation and conflict transformation.

Tailored to participants' level of experience with facilitation, the courses used transformative group process activities to develop new or expand upon existing facilitation skills. Through the courses, participants gained a deep understanding of 'the other side' that, combined with practical skills-training, enables them to be exceptionally effective peacebuilding professionals.



Israeli and  
Palestinian  
Seeds worked  
for more than  
**40**  
other  
peacebuilding  
initiatives.

Both facilitation courses included methods of engaging diverse and hard-to reach communities, as well as an examination of technology's potential for increasing access to dialogue.

They also required participants to supplement the courses' 140 classroom hours by guiding 40 hours of conflict-related conversations in their communities.

Graduates facilitated the Middle East dialogue program at the Seeds of Peace Inter-

national Camp in Maine during the summer, ensuring that our Camp facilitators were able to effectively promote discussion and empathy among campers.

Course graduates also facilitated Seeds at home in the Middle East, and participants in addition to other peacebuilding programs.

Seeds of Peace is the only organization that brings together Israelis and West Bank Palestinians to offer this type of much-needed training.

## MULTINATIONAL SEMINAR (MUMBAI)

PHOTO | AWISTA AYUB



### South Asia Program

**HISTORY PROJECT** | A team of Pakistani and Indian Seeds co-produced The History Project, a compilation of excerpts from Indian and Pakistani textbooks that juxtapose the two divergent historical narratives. Pakistani Seeds led history workshops for 400 students in Lahore, and later with their Indian peers for over 600 students and teachers in Mumbai, drawing press in India and Pakistan, including the *Wall Street Journal*.

**CHANGING COURSE MULTINATIONAL** | Indian, Pakistani, and Afghan Seeds met in Mumbai for a week to explore various aspects of the conflicts in South Asia, including Kashmir. Due to restrictive visa

policies, such crossborder meetings are exceedingly rare in South Asia. With the help of Ashoka Youth Venture, the Seeds developed small grant-funded projects to tackle issues head-on once home. For example, “The Other Story” project uses the Internet to spread counter-narratives by posting differing perspectives about the same incident side-by-side without comments or opinions.

**INTERFAITH CAMP** | Pakistani Seeds led a three-day interfaith camp for Muslim, Sikh, Christian and, for the first time, Hindu teenagers to promote mutual understanding, cooperation and trust. The 57 campers from 15 schools took part in daily dialogue sessions during which they explored similarities that



exist in the teachings of each religion and the possibility of coexisting peacefully. They also addressed stereotypes held against other religions. The program provided a rare opportunity for interaction between Pakistani teens of different faiths.

**HABITAT FOR HUMANITY** | As part of our community development and outreach programs, Indian Seeds and Educators built homes outside Mumbai with support from Rotary International.

**ANNUAL MOCK PARLIAMENT** | Parliamentary simulations in India and Pakistan gave Seeds and their classmates the chance to put themselves in the shoes of policymakers. This year, Indians simulated the Paki-

stani National Assembly, while a Pakistani cohort for the first time modeled the workings of the US Congress.

**NATIONAL INTEGRATION PROJECTS** | In 2012, Pakistani Seeds brought students and teachers from each province to Lahore for dialogue as part of the National Integration Camp project. Participants received social entrepreneurship training and Seeds of Peace awarded them small grants to fund community education projects that were implemented throughout 2013. In Karachi, for example, 18 integration camp graduates provided free remedial tutoring classes for young children. In Peshawar, an area beset by violence, they organized a youth peace festival.



“We saw raw, untainted human experience. We saw things that can’t be described in dialogue. I feel like I now understand the psychological impacts of living in the region.”  
—Hayley (Bayti participant, New York)

## American & UK Program

### BAYTI TRIP TO ISRAEL AND PALESTINE

American Seeds participated in Seeds of Peace’s third educational trip to the Middle East. Bayti (“my home” in Arabic and Hebrew) draws on Seeds of Peace’s expansive network in Israel and the West Bank to create two weeks of educational and experiential learning opportunities. The trip exposes participants to daily life for Israelis and Palestinians, and further deepens their understanding of the region and its complexities.

Highlights of this summer’s trip included a multi-perspective tour of the Old City of Jerusalem; sessions with Graduate Seeds involved in women’s rights, immigration policy, businesses, and community youth or-

ganizations; a tour of the Knesset and briefings with elected members from different political parties; visits to Palestinian refugee camps near Hebron and in Jenin; and a tour of the southern Israeli city of Sderot.

**INTERFAITH DIALOGUE SEMINAR** | American Seeds met in New York for a November weekend packed with conversations with professionals working with faith-based organizations, as well as dialogue sessions which allowed them to delve deeper into their own roles and identities.

Seeds examined questions of representation and their connection to faith-based communities and engaged in dialogue about the challenges and opportunities found in interfaith work. Karen Barkey, Director of Colum-



bia University's Institute for Religion, Culture, and Public Life, presented on the role of institutions in promoting and maintaining tolerance in communities.

Maryam Said and Ayisha Irfan, activists from the Muslim community in New York, spoke of the challenges of engaging in interfaith dialogue. They shared advice with the Seeds on how to create safe, open spaces for honest conversations that avoid the common "othering" and marginalization that participants often feel happens in dialogue spaces. They also spoke of interfaith dialogue not as an end in itself, but rather a means towards achieving social justice.

**BEYOND #HEADLINES** | The project helped American Seeds explore important interna-

tional events through a critical lens via traditional and nontraditional sources. Policy experts and academics held live webinars for Seeds who, over the course of the year, examined issues like Jordan's refugee crisis and Knesset elections in Israel.

**SPRING SEMINAR** | Seeds met in Washington, DC, in March for a weekend seminar on the role of religion in violent and nonviolent conflict. The Seeds examined the benefits and drawbacks of religion when used as a tool for organizing, mobilizing, and empowering people. They also heard from the directors of the Berkley Center for Religion, Peace, and World Affairs, the International Center on Nonviolent Conflict, and the Center for Interfaith Action, as well as from a graduate Seed in Pakistan.

## EDUCATION SUMMIT (MAINE)

PHOTO | ROBIN FARRIN



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### Maine Seeds Program

**MAINE YOUTH SUMMIT** | Maine Seeds held their first Summit on Education and Technology, focusing on ways to strengthen education practices, to use technology in schools, and to increase student engagement in forming education policy.

Gov. Paul LePage and a range of policymakers and educators attended the youth-led Summit, which featured an address by Sen. Angus King. Two of the Seeds who participated were then invited to address the Governor's statewide education summit a few weeks later.

**MAINE YOUTH CHARTER** | On the 10th anniversary of the original Maine Youth Charter, more than 30 Seeds from 12 public and

private schools spent two months meeting regularly with experts in relevant fields and revising the Charter. The document outlines issues facing Maine youth in their schools and communities, and suggests tools and measures to address them.

The new Charter, which was presented to state officials, focuses on education, diversity, and media and technology, addressing issues ranging from cultural diversity to standards-based education systems and English as a Second Language programs.

**COMMUNITY DIALOGUES** | For the second year, Maine Seeds partnered with the NAACP to help organize two Martin Luther King, Jr. Day programs, providing the Seeds with leadership opportunities and introducing them to local community organizations.

-lack

“We have drawn from our personal experiences in drafting this charter. In particular, we focus on concerns relating to the growing diversity in the State.”  
—2013 Maine Youth Charter

Maine Seeds also led an MLK Day community dialogue for 100 participants on race and poverty that addressed homelessness, civil rights and education equity. In preparation for the community dialogue, 20 Seeds joined 26 other high school students from schools across Maine for a daylong facilitation training.

Twenty Maine Seeds also participated in an MLK celebration in Portland. Mohamed, a 2012 Maine Seed, co-hosted the breakfast, which was attended by over 600 people.

**MEETING WITH GOVERNOR** | A diverse group of Maine Seeds met with Gov. LePage at the Augusta Statehouse. LePage questioned the six Seeds about their community work, and the Seeds used the opportunity to share their concerns over

how the state responds to Maine’s changing demographics. The Seeds engaged the Governor with confidence, speaking eloquently about current immigrant and refugee issues and addressing misconceptions about Maine’s growing Somali, Iraqi, and Latino populations.

**HOLIDAY OF HOLIDAYS** | Over 70 Maine Seeds, Educators, families, and friends representing the diversity of communities in the Portland area—including native-born, refugees, and immigrants—joined together for a day of sharing and celebrating each other’s religions and holidays. Seeds took on roles as inspirational community leaders as they organized and led the December event by coordinating public outreach, planning family-friendly activities, and facilitating conversations around religion.

# Special Events

**20TH ANNIVERSARY DINNER** | Seeds of Peace marked its 20th anniversary with a celebration on May 21st in New York City. The evening honored Janet Wallach, President Emerita of Seeds of Peace, for her tireless contributions to the organization's success, and featured legendary peacemaker Senator George Mitchell. Over 500 distinguished supporters, including politicians, diplomats, journalists, and policymakers, joined Seeds from the Middle East, South Asia and the United States to celebrate the impact Seeds of Peace graduates are having. President Bill Clinton honored these Seeds in a video address.

**2013 PEACE MARKET** | More than 1,400 young professionals joined musicians Chromeo and Questlove at the Metropolitan Pavilion in New York City. Guests and celebrities participated in the Fourth Annual Hummus Taste-Off and Bid for Peace Auctions, helping raise over \$300,000. The event was chaired by Ramy Nagy and Adina Herman, and hosted by the Young Leadership Committee of Seeds of Peace.

**BRIDGES TO PEACE** | In September, 1,000 Seeds and supporters in 45 cities around the world walked across bridges in their hometowns to support Seeds of Peace and celebrate the International Day of Peace. In London, musician Jack Savoretti performed for walkers who raised nearly \$100,000 after crossing the city's iconic bridges. Over 300 supporters marched in the inaugural Bridges to Peace walks in Mumbai and Lahore, and in Maine, the governor met with 85 walkers.

**SPEAKER SERIES** | The 2013 Speaker Series in New York City included events with Gary Knell, President of National Public Radio, and Mona El Naggar, an Egyptian Seed and *New York Times* reporter.

**10TH ANNUAL STAND UP FOR PEACE** | Comedians Kristen Schaal and Judah Friedlander headlined a diverse lineup at the annual comedy fundraiser in New York. Over 600 guests helped raise \$40,000 for Seeds of Peace. The event was chaired by Samantha Bloom and Uptin Saiidi, and hosted by the Young Leadership Committee.





# 2013 Bridges to Peace

1,000 walkers in 45 cities raised \$180,000

## 20th Anniversary Dinner

500 supporters  
honored Janet Wallach  
and Sen. George Mitchell

## Peace Market

1,400 young professionals  
raised \$300,000

### 2013 REVENUE

EVENTS  
RAISED  
**\$1.78M**  
FOR SEEDS OF PEACE,  
CONTRIBUTING  
**31%**  
OF TOTAL  
REVENUE  
IN 2013

20TH ANNIVERSARY DINNER  
(NEW YORK)

PHOTO | FRANK AMMACCAPANE

More detailed financial reports, including our 2013 audit, are available upon request. Please email [info@seedsofpeace.org](mailto:info@seedsofpeace.org).

# Financial Summary

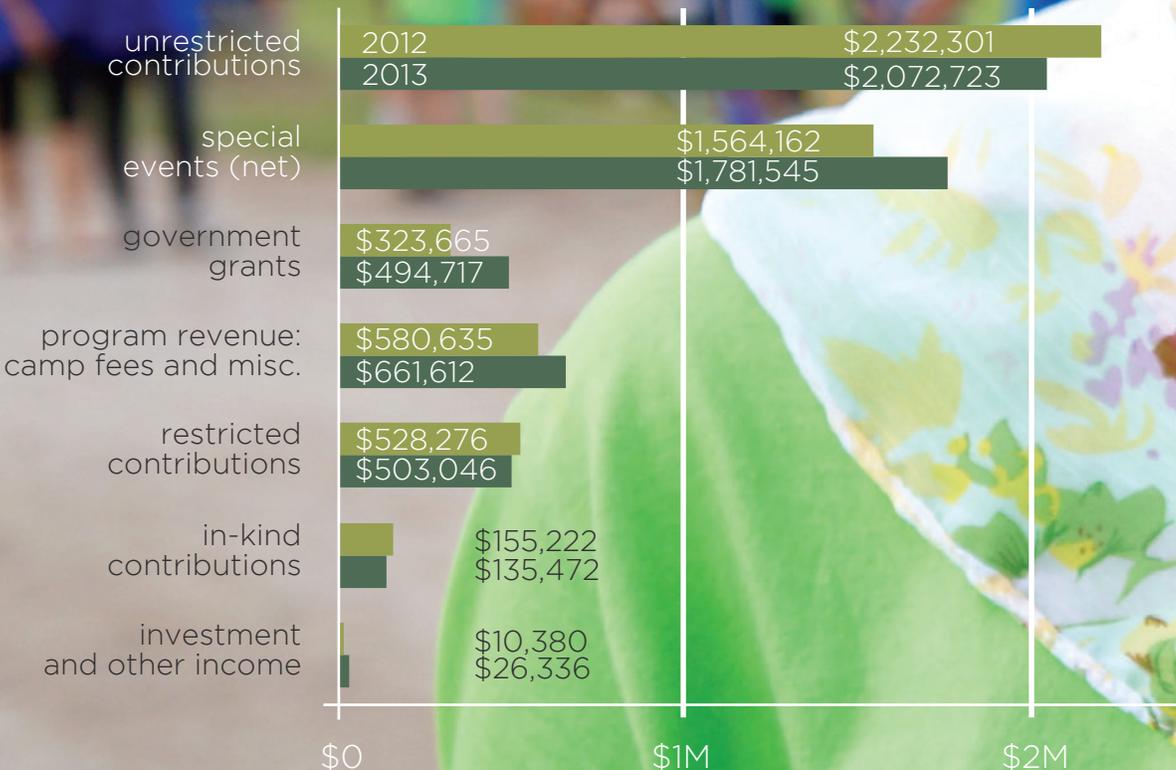
## SOURCES OF FUNDS

### TOTAL EXPENDITURES

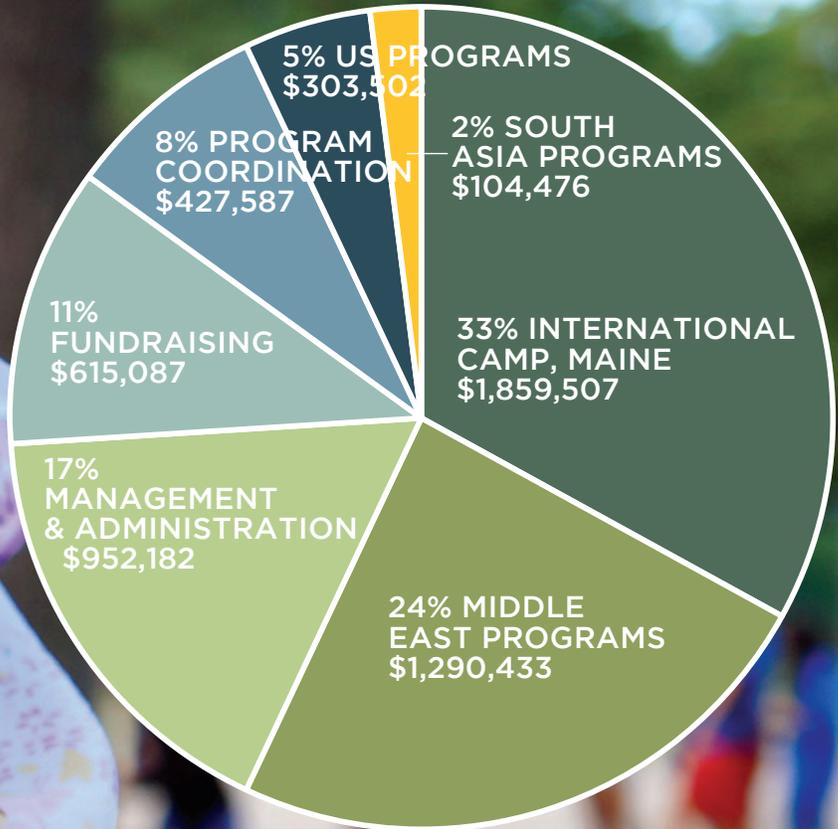
2011	\$4,803,387
2012	\$5,058,396
2013	\$5,552,774

### TOTAL REVENUE

2011	\$5,651,400
2012	\$5,394,641
2013	\$5,675,451



## USES OF FUNDS



## CHANGE IN FINANCIAL POSITION

### ASSETS

2011	\$2,959,504
2012	\$3,105,852
2013	\$2,979,671

### LIABILITIES

2011	\$1,298,813
2012	\$1,108,783
2013	\$859,858

### NET ASSETS

2011	\$1,660,691
2012	\$1,997,069
2013	\$2,119,813

# Seeds of Peace 25th Anniversary Campaign

## Seeds of Peace Tomorrow: Our Strategic Vision

In the face of some of the world's most intractable conflicts, Seeds of Peace gives rise to new generations of leaders uniquely positioned to lead real change and affect the conditions for peace.

We are now seeking the support of our closest contributors—including individuals, foundations, corporations, and government—so that we can increase our investment in and accelerate the leadership of outstanding Seeds and our network of changemakers. As a result, Seeds of Peace will become a more nimble and high-impact organization.

As part of the 25th Anniversary Campaign, our Board of Directors and staff have identified seven strategic priorities:

### GROW SEEDS OF PEACE INTERNATIONAL CAMP IN MAINE

In recent years, we have been able to accept only 4 to 5 percent of 8,000 annual applicants. We seek to grow the number of Seeds who can attend Camp while maintaining a high quality experience.

### ENGAGING JUNIOR & SENIOR SEEDS THROUGH REGIONAL PROGRAMS

Programs, including trainings, continued dialogue, community and cross-border projects, and service learning activities will continue throughout the year under the auspices of our regional offices.

### PROGRAMS FOR GRADUATE SEEDS

We will create convening opportunities, fellowships, and other professional training opportunities for our 5,000 Seeds alumni to ensure that the values and ideas that are “seeded” at Camp take root and flourish.

### EDUCATORS, ARTISTS, AND COMMUNITY ALLIES PROGRAM

Through opportunities to develop curricula, build relationships across borders, and nurture skills, educators and other community leaders can play a powerful role in transforming schools and communities into a force for peace.

### STRATEGIC INITIATIVE ON EVALUATION, IMPACT, AND STORYTELLING

We will focus on the use of proven methodologies and creative tools for tracking, measuring, and showcasing our impact on Seeds and the remarkable work they are undertaking.

### GLOBAL STAFF

To recruit and retain the most talented staff, we will offer competitive compensation and professional development opportunities.

### ENSURING THE FUTURE OF THE INTERNATIONAL CAMP EXPERIENCE

We will build a significant endowment fund to ensure that the Camp remains a lasting foundation for our programs.

**\$13M**  
*raised  
to date*

2013

2014

2015

“I’ve watched the organization grow, from a summer camp in Maine into a leadership program with year-round initiatives in the Middle East and South Asia. I’ve met with many Seeds over the years and am always inspired by how the relationships and understanding they gain as teenagers at Camp continue to impact them as adults.” —President Bill Clinton

Between January 1, 2013 to December 31, 2018 (six years), Seeds of Peace seeks to raise \$40 million toward our overall goals.

As of November 2014, we already have raised \$13 million in gifts and new pledges. We thank the following individuals and organizations for participating in the campaign at a level of \$50,000 or more (cumulatively) since 2013:

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**\$40M**  
*goal by 2018*

2016

2017

2018

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## Seed Profile

### YOUSEF (Palestinian, 2005)

#### EDUCATION

- Masters, Conflict and Coexistence (Brandeis University)



When I attended Camp, I had just gotten out of physical therapy and was unable to participate in a number of activities, so my main focus became the dialogue sessions. One of my missions was to not let my pain be used by my peers to generate more hatred. When I was 15, as I just stood outside my house in Gaza, an Israeli soldier shot me in the spine. I fell to the floor in front of my father's eyes. When I opened my eyes again to the world, I was being treated by Israeli doctors who, with love and care, enabled me to walk again. Out of this life-changing, difficult event, came out the biggest gift I have ever received in my life.

I confidently and proudly say that I am from Gaza Strip, and I believe in peace and tolerance. My message comes out of many painful memories of violence that I have so far turned into positive action. My father taught me to love when it is time to hate, and to forgive when it is time to take revenge. I am still learning all of this, but at Camp I felt like I found my laboratory. I wanted to generate hope among my peers rather than more animosity. Coming from a conflict zone I realized how tired I was of war and how eager I was to just live in peace with everyone else.

My Seeds of Peace experience was filled with inspiring moments I will continue to carry throughout life. I had always wanted a chance to interact with peers from different backgrounds to tell them about my story and my dreams for the future. The most meaningful thing about being a Seed is the friends I made there. I will cherish them forever. They are different from me but they always cheer for me and I always cheer for them. They always tell me that I inspire them but in truth they inspire me and give me hope.

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## Supporter Profile

### GENE & CAROLYN MERCY



Eugene “Gene” Mercy, Jr. became involved with Seeds of Peace when a friend, Fred Gould, told him that he’d met a man with a powerful idea whom he thought Gene should meet. Over lunch, Seeds of Peace founder John Wallach eloquently shared his plan to help establish a lasting peace in the Middle East by working with young people.

Gene understood and believed in the vision and was an early and generous supporter, eventually becoming a member of the Board of Directors. He is now an emeritus member of the Board.

Gene and his wife Carolyn have included Seeds of Peace in their estate plans because they believe in the long-term work involved in building a pool of peacemakers in the region. Gene says that there is a great need for constructive and forward-looking initiatives, and he is taking the leap of faith that the work we are doing will have an effect.

“We can’t give up,” he said. “I want to make sure that the effort keeps going long after I’m gone, when I can’t contribute my annual support any more.”

That view was reaffirmed when Gene and Carolyn visited Israel and Palestine this past spring. Spending an afternoon with Seeds of Peace Palestinian Programs Director Mohammed NasserEddin and visiting Ramallah with Seeds, Gene was encouraged by what he saw, including the dynamism of local staff and volunteers.

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## Seed Profile

### NOUSHA (American, 2006)

#### WORK & EDUCATION

- M.S. student at the School for Conflict Analysis and Resolution, George Mason University (GMU) and Program Officer for Syria at The Center for World Religions, Diplomacy and Conflict Resolution (CRDC) at GMU
- Founder, Project Amal ou Salam



Seeds of Peace opened my eyes to narratives and perspectives and taught me to never look at anything from one point of view. Seeds taught me that people are bigger than politics and that human relations go way beyond borders and culture.

Over the years, and mainly because of Seeds of Peace, I have built an extensive network of activists in Syria, Egypt, Jordan and Palestine, and work closely with them on designing programmatic content for CRDC's overseas courses.

I am currently in charge of youth involvement at the Syrian Center for Dialogue and Reconciliation in Toronto where I bring together Syrian youth to talk about the situation today and what we want in a new Free Syria.

I am also the founder of Project Amal ou Salam (meaning "Project Hope and Peace"), a CRDC initiative that aims to empower the future leaders of Syria through education, intervention, and trauma-based care. The overall objective of the program is to contribute actively and meaningfully towards a nonviolent transition to an inclusive, secure, and sustainable peace in Syria. We work on this through the implementation of a transformative educational psychosocial program for refugee and internally displaced children. The program seeks to tailor the education system to the needs of Syria's traumatized children.

The project demonstrated its reach in August of 2013 during the first of the summer workshops for 400 Syrian refugee children in southern Turkey.

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## Supporter Profile

### MIKE & JOAN SPERO



C. Michael “Mike” Spero was introduced to Seeds of Peace about fifteen years ago through several serendipitous occasions which included listening to President Clinton ask a group of prominent foundations to support projects such as Seeds of Peace.

Soon after, founder John Wallach asked him to join the Board of Directors and serve as Seeds of Peace’s General Counsel. When John passed away, Mike stepped into the organization in a more involved way. Mike still serves on the Board, where he plays an active role in the governance of Seeds of Peace. Mike and his wife, Joan, have always believed in leaving the world a better place. Each has served on many nonprofit boards, and contributed generously over the years to those organizations nearest to their hearts.

They have decided to include Seeds of Peace in their estate plans because they “love the mission, and care deeply about the need for a lasting peace in the Middle East.”

Mike agrees with John Wallach’s original assertion that governments alone can’t do this work, and that youth are essential to a solution.

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## *Educator Profile*

HADARA (Israeli, 1993)

### WORK

- Director of the Education and Youth Division at the Israeli Ministry of Education



I met a lot of people at Camp. I never dreamed of meeting so many from Arab countries. I've had a lot of conversations with Palestinians, Jordanians, and Egyptians, who have the ability to to make the difference in their own societies, in their own countries.

After my experiences with Seeds of Peace, I started to work with Ministry of Education programs that focus on dialogue between Arabs and Jews in Israel. This has become part of my work. At the same time, I became responsible for all official Israeli youth delegations—the selection, the preparation, the seminar abroad, and the evaluation. For each delegation, I always take young graduates from Seeds of Peace, along with other young leaders from Israel.

My main job is director of all of the student councils in Israel. Each school, municipality, and region has a student council, and we have a national student council with 45 young leaders who have been selected from across the country. Last year, the head of the national student council was a Seed. He gave a speech in the Knesset. This shows that Seeds of Peace motivates young people to be leaders. I still believe in dialogue. In spite of the difficulties and the bad news, I have hopes for a better future.

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## *Supporter Profile*

### BOBBIE & TOM GOTTSCHALK



Bobbie Gottschalk is one of the founders of Seeds of Peace. From the start, she valued John Wallach's idea of creating a summer camp for youth from conflict regions as a means of peacebuilding. As a college sophomore, during the height of the Cold War, she was chosen to attend a program that brought together students from the Soviet Union and the U.S. outside Kiev for a two-week camp experience.

"From this experience, I learned a lot about so-called enemies," she says. "I found out that enemies could become friends pretty rapidly by living together." Bobbie, Seeds of Peace's first executive director, saw the organization through many ups and downs—from its euphoric start to the pitfalls of politics and war, including the Second Intifada. She helped set up the in-country programs, crucial to the success of maintaining relationships, building skills, and harnessing the network of alumni.

Bobbie has spent every summer at the Seeds of Peace International Camp, working and volunteering thousands of hours. She currently serves on the Seeds of Peace Board of Directors.

Her commitment and generosity have become a life calling. "We have to take care of peace, it doesn't happen by accident. The young people—they are so resilient and they need Seeds of Peace to stay strong, to know that we feel compassion and are afraid for them, but that we never give up hope."

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## PARENTS OF SEEDS

The parents of Seeds recognize the extraordinary perspectives their daughters and sons have gained and often learn profound lessons from their own children. Their generous support is central to the financial health of Seeds of Peace.

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## Seed Profile

HATIM (Egyptian, 2003)

### EDUCATION

- BA, Harvard University, 2009



I am an educator, and each day I teach my students to reject fear and hate and to develop a capacity for critical analysis. I speak to students about how an open mindset can permit us to hold our own ideas, and at the same time make space for the ideas of others. I am helping to educate a generation of global leaders that believes in overturning old norms.

The most inspirational place I have had the privilege of working has been at the African Leadership Academy, an institute training the next generation of African leaders. The Academy discusses its mission on a 50 year timeline; to even begin planning for transformational change we have to really push back our horizons. Being a part of this project at its inception has offered me some really exciting insights about the importance of building culture and constructing institutions. I have carried that over into my recent return home, where I see exciting prospects of this transformative moment through a particular lens. The region and its people are changing rapidly these days, and this is a pivotal moment for us to lay the foundations for long-term commitment and capacity for peace.

The most notable, welcome, and lasting impact Seeds of Peace has had on me and my life is an openness. Openness to people, openness to ideas, openness to failure and its lessons, and of course, an openness to solutions. Like many Seeds, I joined the organization and attended Camp for the first time expecting to become a stalwart champion of my region and the philosophies it espoused. Instead, Seeds reinforced in me a bend towards critical thinking—a need to be convinced.

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## Seed Profile

TOM (Maine, 2001)

### EDUCATION

- BA, Clark University, 2009



Seeds of Peace helped give me the courage to go beyond the boundaries of a typical young person in Maine and has inspired me towards a life of solidarity with others.

As a teenager at a multi-ethnic public high school, myself and the other group of Seeds of Peace graduates worked to overcome the ethnic, cultural, class and gender divides which were all too present. I am doing the same work now, though on a much larger scale.

In 2011, I joined the Maine Green Independent Party's Steering Committee and have worked on several petitioning campaigns focused on promoting democracy and social justice. In 2012, I ran for State Representative in Portland for the Maine House of Representatives on a social and economic justice platform, and I currently chair the Portland Green Independent Committee.

My work has shown me that we must work to overturn the drivers of violence, including inequality of all sorts, if we want a lasting peace. It is much more difficult to change the underlying causes of violence than to simply freeze the problems for a moment. Peacebuilding is a long term commitment and one that Seeds of Peace has prepared me to undertake for my entire life.

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Watching the transformation of Seeds has a powerful impact on staff, many of whom are inspired to include Seeds of Peace in their personal giving. This list of 2013 donors includes summer Camp staff as well as year-round staff members.

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YLC membership offers young professionals a chance to support Seeds of Peace and gain a diverse community of socially-conscious peers. Membership benefits include invitations to Camp, discounted event tickets, and access to our exclusive Speakers Series.

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## Seed Profile

### PARNIAN (Afghan, 2003)

#### EDUCATION

- BA, Wellesley College, 2010



Camp was the first time I saw a peaceful environment, one without strict gender roles, violence and conflict. I was born and raised in war. I lived in constant fear, but for me all of this was normal. I had not experienced another way to live.

Seeds of Peace taught me how to cope with the experience of living through intense years of war and conflict in Afghanistan. There I learned to coexist with, understand and talk to “the other.”

At Camp I saw different religions and views of the world, views I had never known back home. I made non-Muslim friends for the first time. I met Seeds who saw their religions as unique, in the same way I saw mine. Equipped with these new perspectives, I came out of Camp believing that I can change the world. That all humans deserve to live in peace and equality—the goal and direction of my life has become just to achieve that.

As a Program Officer for the Afghanistan Regional Project at NYU’s Center on International Cooperation, I work to influence international policy towards Afghanistan and address critical political and social issues facing the country today. My work includes tackling issues of educational policy in the context of a political settlement, women’s rights amid reconciliation efforts, regional cooperation, and the future of the UN’s role in Afghanistan.

At the invitation of President Hamid Karzai’s Security Council Office, I joined a group of 14 senior Afghan and international officials to draft a policy recommendation for President Karzai that would become an Action Plan addressing issues of radicalization in Afghan society.

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## Seed Profile

TOOBA (Pakistani, 2006)

### EDUCATION

- BA, Harvard University, 2009



I am the Director of Academics at Rabtt, an organization that develops independent thinking, critical analysis, tolerance, and empathy in youth through educational camps and workshops. My aim while developing curriculums has been to create a space where children can think for themselves. Whether it is math or world history, our job at Rabtt is to provide students with different perspectives, to let them form their own opinions, to encourage them to analyze and to ask questions.

Working here, I've learned the value of human connection. In fact 'rabtt', itself means 'connection' in Urdu. We believe that deep-seated and long-term change doesn't just happen with a linear transfer of knowledge, but rather in a cooperative environment of mutual respect and understanding.

Creating change is not about leading someone by the hand, it is about equipping them with the essential skills, and then allowing them to make their own way. These are Seeds of Peace lessons that I apply every day.

Some of the impacts Seeds of Peace has on all Seeds are very obvious I think: leadership, empowerment, exposure, open-mindedness, and broadened horizons. But my experience at Seeds of Peace was much more than skills that I learned. It was a redefinition of my entire being. How I look at and understand the world around me is influenced by my experience. I have learnt empathy, not only for the victims of violence and discrimination, but for everyone I interact with. I have become more confident, able to stand up for myself, and for others. I have learned to look at life from various, even conflicting angles.

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## Seed Profile

### HAMUTAL (Israeli, 2005)



Seeds of Peace has made the Israeli-Palestinian conflict a central part of my life from a very young age. After having an opportunity to dialogue with Palestinians in Maine at the age of 14, I made it my goal to understand the Palestinian perspective on the conflict, and find collaborative ways to try and change the situation in our region.

When I graduated from high-school I went on a volunteer year where I lived in an intentional Jewish-Arab community in the Galilee. Together we experienced various forms of dialogue, and led youth groups in the villages around us. This was a complex experience from which I have learned a great deal about dialogue, cooperation, and intercultural relations. The service year also gave me a sound basis in spoken Palestinian Arabic, which has been a major help in all my social and political work.

I have since worked for peace NGOs, and last year I also took part in the Seeds of Peace dialogue facilitation course. I am a part of a group of activists in Jerusalem, who voice a binational nonviolent, non-racist message in light of the recent escalation in violence in the city.

I am also currently the Jewish-Israeli Coordinator of “Hands of Peace,” which I run together with a Palestinian and a Palestinian citizen of Israel. Together we bring youth to a dialogue program in the United States, and then run seminars, tours, advanced dialogue and conferences for them to expose them to different perspectives on the conflict. Our goal is for them to become active members of their communities who will work to promote peaceful action in the region.

My hope is that meeting the “other side” will affect their lives as much as it has affected mine. I feel very privileged to have had Seeds of Peace open my eyes at a young age, and I cannot think of a worthier goal than educating other young people in the same values of dialogue, openness, and collaborative work towards peace.

# 2013 Supporters

## Planned Giving

Contributing to Seeds of Peace during one's lifetime has an immediate impact on the success and effectiveness of the organization. A gift provided in an estate plan acknowledges a very special commitment that helps assure that the mission will endure. A planned gift to Seeds of Peace reaffirms the belief that peace is possible, and with ongoing stewardship, sustainable.

You can express your appreciation for excellence in leadership by making a bequest to Seeds of Peace. We would be pleased to provide donors, their attorneys, and financial advisors with additional information.

There is no minimum amount for a planned gift. It can be as simple as including a set sum in your will or trust, can include gifts of real estate or other valuables, or can be designated through retirement funds or life insurance. If you would like information on estate planning structures or would like to learn what others have done, members of our staff and board are available to work with you and your financial advisors. Inquiries can be sent to Jason P. Drucker at (212) 573-8048 or [jdrucker@seedsofpeace.org](mailto:jdrucker@seedsofpeace.org).

Planned gifts are your last testament to the values you cherish. Thank you to all of you who are considering this incredibly special means of giving, and please let us know of your intentions. All gifts, great and small, are truly appreciated. Gifts and bequests are deductible under the federal income, estate, and gift tax laws. Inquiries will be held in the strictest confidence.

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We are pleased to recognize the major support of our longstanding partners, **EXXONMOBIL**, **CARLSON WAGONLIT TRAVEL**, and **KISS MY FACE**. In addition to sponsoring our major events, including the Spring Dinner and Peace Market, our partners provided core support for our International Camp, regional programs in the Middle East and South Asia, and the development of our Graduate Program.

**RED SEA VENTURE PARTNERS** provided leadership support for the 2013 Peace Market,

and seed support for the GATHER Graduate Seeds program in Jordan.

Special thanks also go to **TOLL BROTHERS**, which provides core support for Seeds of Peace, sponsorship for our events, and significant in-kind contributions.

Toll Brothers and its vendors also hosted its 15th annual clean-up day prior to the start of Seeds of Peace International Camp in Maine, improving the physical grounds and beautifying the Camp.



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