Never before has it felt so important to connect young leaders, educators, and rising professionals while accelerating the impact they have on their communities.

With sadness, this year we said goodbye much too soon to our beloved friend and mentor Wil Smith, who spent 15 summers inspiring and leading our Camp program, and countless time in between nurturing our Seeds.

Wil’s legacy is enormous, and our community is stronger today because of it. Read more at www.seedsofpeace.org/wil

Whether you are a Seed, donor, staff member, parent, friend, or champion of our mission—thank you. Our world is a better place today because of the commitment of our community to reject the status quo and lead change.

DEAR FRIENDS,

Each year, I am astonished by the power and impact of our Seeds of Peace community, and I share this 2015 Annual Report with you with a deep sense of pride and gratitude. Gratitude to our thousands of Seeds and Educators who continue to fight for change with conviction, heart and compassion, and gratitude to you—our supporters—for believing in them and making our work possible.

Not only did 2015 include inspiring and transformative Camp sessions and local leadership development programs, but it also featured the launch of the GATHER initiative.

This new program set combines catalytic convenings and our first fellowships, and is designed to support our alumni and other changemakers working at the nexus of social innovation and conflict transformation.

LESLIE A. LEWIN,
EXECUTIVE DIRECTOR
Seeds of Peace inspires and cultivates new generations of global leaders in communities divided by conflict. We equip them with the skills and relationships they need to accelerate social, economic, and political changes essential for peace.

Seeds of Peace’s approach focuses on three types of change: personal, interpersonal, and wider societal change. Our leadership development model begins with a transformational camp session in Maine for exceptional young people and educators living in conflict. The program shifts attitudes and perceptions and builds respect and empathy.

Our approach continues through year-round local programs that strengthen relationships and leadership capacities. We then accelerate the impact and influence of our alumni who are challenging the ideologies, policies, and practices that perpetuate conflict. Our network now encompasses over 6,000 alumni throughout the Middle East, South Asia, Europe, and the United States who are uniquely positioned to lead change.
DEVELOPING LEADERS

Our leadership programs begin at the Seeds of Peace Camp in Maine

CAMP DIALOGUE PROGRAM

Over 300 teenagers and educators representing ten delegations engaged with each other across lines of conflict—sharing meals, living spaces, and learning experiences at the Seeds of Peace Camp in Maine.

The first session of Camp, attended by 110 campers from across the state of Maine and from the city of Syracuse, New York, focused on divisions related to race and ethnicity, religion, economic and educational disparity, and other sources of prejudice and discrimination.

The Camp’s second session brought together 187 Afghans, Americans, Brits, Egyptians, Indians, Israelis, Jordanians, Pakistanis, and Palestinians. The teenagers were joined by 20 educators from the same delegations who completed a parallel program.

During daily dialogue sessions guided by professional facilitators, campers confronted each other over competing historical narratives, shared personal experiences of conflict, and tackled topics that fuel oppression, hatred, and violence in and between their communities.

As campers formed relationships and gained insights into the root issues that divide them, they built greater levels of trust, respect, and empathy. This in turn drove positive shifts in perceptions and attitudes captured in pre- and post-Camp surveys.

A select group of 49 returning campers from all ten delegations participated in an advanced dialogue program focused on leadership development and personal growth.

Before Camp, these returning campers researched organizations that are having an impact in their home communities and shared profiles of these groups with their peers. They also outlined ways to become involved with these nonprofits after Camp in order to start leading change at home.
DEVELOPING LEADERS
Leadership programs continue year-round in the Middle East, South Asia, and the United States

100+ programs designed to develop effective leaders engaged in peacebuilding

LOCAL PROGRAMS
Seeds of Peace conducted over 100 local programs for Seeds and Educators focused on key assets and abilities particularly valuable to emerging leaders engaged in effective peacebuilding. Select 2015 highlights include:

• A weeklong ‘Paradigm Shifters’ program for Seeds from Israel, Palestine, Jordan, and Egypt held in Jordan that further developed their abilities to challenge the status quo in their communities.

• Two interfaith camps designed to reduce sectarian stereotypes and led by, respectively, Pakistani Seeds in Lahore and Indian Seeds in Mumbai for a total of 95 young Muslims (Sunni and Shia), Christians, Hindus, and Sikhs.

• A four-day intensive mediation and negotiation training for Palestinian and Israeli Seeds led by faculty from Harvard Law School and the founding director of the Harvard Negotiation and Mediation Clinical Program.

• School engagement by Maine Seeds through community dialogues and a Maine Youth Charter and Summit, addressing issues of race, education, policing, and immigration. Three Maine Seeds were honored by the American Civil Liberties Union for their work in their schools.

• A two-week Bayti experience in Israel and the West Bank for American Seeds aimed at giving them a deeper understanding of the many narratives of the Israeli/Palestinian conflict.

• A four-day multinarrative tour of Jerusalem for Israeli, Palestinian, and American Seeds that provided them with a better appreciation for the multiple and complex narratives of the city’s residents.
ACCELERATING IMPACT

 Seeds of Peace launched the GATHER initiative in 2015. Through these convenings, Seeds of Peace invests in alumni and other changemakers who have the greatest potential to create wider social, political, and economic change.

 GATHER and other seminars, workshops, and trainings provide spaces for young leaders, rising professionals, educators, and a broader movement of allies to come together across sectors and lines of conflict, sparking the connections and ideas that can catalyze change.

 GATHER+962

 In February, Seeds of Peace convened over 200 changemakers from 20+ countries at the Dead Sea in Jordan to take practical steps towards transforming conflict in and between their communities.

 Participants at GATHER+962 took part in skill building workshops and discussion panels focused on the roles that business, entrepreneurship, media, technology and gender play in social change and conflict transformation.

 The event concluded with an initiative pitch during which 20 participants shared and received feedback on their ventures.

 GATHER+971

 In December, Seeds and other changemakers from across South Asia met at NYU-Abu Dhabi for GATHER+971.

 The convening focused on advancing the role of women and girls in India, Pakistan, and Afghanistan through education, the media, and increased economic opportunities and legal rights.
ACCELERATING IMPACT

Fellowships

Seeds of Peace launched two fellowships in 2015 designed to support, accelerate, and amplify the high impact initiatives of 32 alumni and other changemakers working at the intersection of social change and conflict transformation.

The program represents a targeted investment in people and projects working for positive change in and between communities in conflict. It aims to propel fresh and innovative social change initiatives into action by connecting fellows with the resources, technical support, and training needed to scale their work and impact.

As part of the year-long program, one group of fellows—educators, civic leaders, and artists—met in Cyprus for a week of education-based workshops, peer-to-peer learning sessions, trainings, and action planning. In cooperation with local partners, they also explored the conflict on the divided island. Over the course of the year, they took part in Seeds of Peace’s local programs for educators.

Another group of fellows convened in London to connect with world-class mentors and industry experts to help them advance their projects. The London leadership accelerator consisted of intensive networking, training, and action planning.

Projects supported by the Fellowship include:
- The India-Pakistan History Project, which exposes students to multiple historical narratives.
- Project Amal ou Salam, which works with displaced Syrian children.
- Combatants for Peace, whose Palestinian-Israeli members are former fighters.
- Rabbt, which seeks to build a more empathetic society in Pakistan.
- The Jerusalem Youth Chorus, whose Israeli and Palestinian members meet for song and dialogue.

Learn more about these and other projects led by the 2015-16 Seeds of Peace Fellows at www.seedsofpeace.org/fellows

32 fellows engaged in social change initiatives

PHOTO BY MADELEINE PRYOR
ENGAGING SCHOOLS & COMMUNITIES
A network of educators transforming conflict

EDUCATOR PROGRAMS

Educators play a critical role in long-term peace-building efforts, and for over 20 years, our staff has built a network of educators who support Seeds alumni at home and multiply Seeds of Peace’s impact through classrooms, schools, and communities.

Select 2015 program highlights include:

• A Seeds of Peace Camp session in Maine for educators from the Middle East, South Asia, and the United States, who then took part in local workshops, meetings and listening tours back home.

• A three-day workshop in Jerusalem focused on dialogue for 30 Palestinian and Israeli educators from across Gaza, the West Bank, and Israel. The objectives of the workshop were to create a safe container for listening and meaningful, productive engagement, and to cultivate connection and resilience in the aftermath of the violent summer of 2014.

• The launch of the Shijaeya Community Project in Gaza. The project organizes activities for hundreds of children, educators, and parents in a neighborhood of Gaza City devastated in the 2014 war. Starting with social support, this initiative grew into a sustainable community project—a precious peaceful learning environment that encourages free thinking, and instills life skills and ethics.

• The Bara’em Al Salam Camp in Bethlehem, organized by Seeds of Peace Educators for 40 children, ages 10-12, including 13 from Gaza.

• Two workshops for over 70 Israeli and Palestinian educators in Jerusalem and Bethlehem on engaging trauma through the creative process and maintaining psychological well-being as educators.
Our supporters helped raise over $1.33 million in 2015 through dozens of events around the world. Seeds of Peace celebrated its 22nd year of inspiring and equipping new leaders at the 2015 SPRING DINNER with over 450 supporters in New York City. NBC News Chief Foreign Affairs Correspondent Andrea Mitchell delivered the keynote address and received the John P. Wallach Peacemaker Award for her outstanding journalistic achievements and in recognition of her commitment to the inclusion of diverse perspectives.

The evening, which netted over $1 million, featured three Seeds, who shared how Seeds of Peace has inspired them to work for change at home. Each spoke thoughtfully and compassionately about their journey as Seeds and the impact of their experiences.

From crossing bridges in New York and Mumbai, to climbing Mt. Kilimanjaro and running marathons in Maine, BRIDGES TO PEACE 2015 saw Seeds, counselors, and supporters around the world come together to raise awareness about Seeds of Peace and funds for its programs.

Over 300 young professionals attended VOICES 2015 showcasing the impact of Seeds and Seeds of Peace Fellows. The event was held at New York City’s School of Visual Arts Theatre.

Negin Farsad hosted the evening, which also featured fellow comediansDean Obeidallah, Rachel Feinstein, Hasan Minhaj, and Myq Kaplan. The event raised over $52,000 while highlighting the long-term impact of Seeds of Peace.
More detailed financial reports, including our 2015 audit, are available upon request. Please email info@seedsofpeace.org for details.

SOURCES OF FUNDS

TOTAL EXPENDITURES

2013 $5,052,774
2014 $5,924,757
2015 $5,206,307

TOTAL REVENUE

2013 $6,475,451
2014 $6,038,638
2015 $6,296,243

USES OF FUNDS

18% multi-regional
17% middle east programs
16% management & admin
10% fundraising
2% south asia programs
2% US programs
8% program administration

CHANGE IN FINANCIAL POSITION

ASSETS

2013 $2,975,671
2014 $2,702,303
2015 $2,807,265

LIABILITIES

2013 $859,858
2014 $948,409
2015 $943,690

NET ASSETS

2013 $2,119,813
2014 $2,793,894
2015 $2,863,575
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 accelerate the social, economic, and political changes essential for peace.

We are now seeking the support of our closest contributors—including individuals, foundations, corporations, government, and earned revenue—so that we can increase our investment in and accelerate the leadership of outstanding Seeds and Educators. 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:

SUSTAIN PROGRAM PARTICIPANT SELECTION

The demand for spots at our Camp is unprecedented. In recent years, we have been able to accept only 5 percent of over 8,000 annual applicants. We seek to ensure that we are able to accept the most promising young leaders, while continuing to diversify each delegation to reflect the societies from which they come.

STRENGTHEN OUR CORE LOCAL PROGRAMS

To ensure that the work started at Camp takes root at home, Seeds participate in local programs throughout their high school years under the auspices of our regional operations in the Middle East and Europe.

EXPAND THE SCOPE OF OUR IMPACT

Seeds of Peace has developed a deep bench of expertise and a model of impact that is recognized internationally. In the coming years, we plan to expand the United States program, codify our dialogue process, and create partnerships drawing from our curriculum and methods to allow us to continue to work in South Asia and explore new opportunities in Europe.

IMPROVE EVALUATION, IMPACT, AND STORYTELLING

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

ACCELERATE THE LEADERSHIP OF OUR ALUMNI

To enable their success, in 2015, Seeds of Peace launched the GATHER initiative, designed to accelerate the impact that Seeds, educators, and other changemakers are making, individually and collectively, in their societies. This professional development effort includes a Fellowship Program, regular trainings and workshops in diverse fields, and annual GATHER events in diverse places throughout the Middle East and Europe.

RECRUIT GLOBAL STAFF

Seeds of Peace has developed a deep bench of expertise and a model of impact that is recognized internationally. In the coming years, we plan to expand the United States program, codify our dialogue process, and create partnerships drawing from our curriculum and methods to allow us to continue to work in South Asia and explore new opportunities in Europe.

RECRUIT GLOBAL STAFF

Seeds of Peace aims to recruit and retain the most talented staff by offering competitive compensation and professional development opportunities.

ENSURE THE FUTURE OF THE CAMP EXPERIENCE

We are building a significant endowment fund and reserve fund to ensure the continuity of Camp in Maine and local programs.

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

We have raised $24 million in charitable gifts, earned revenue, and new pledges, and thank the following individuals and organizations for participating in the campaign at a leadership giving level of $50,000 or more (cumulatively) since 2013:

$24M
raised to date

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<th>2013</th>
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$40M
goal by 2018

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Leila M. Strauss
Peggy and David Tanner
Nancy Nurse Telllem
and Armin Telllem
Vera and Robert Tall
Janet Wallace
and Robert B. Menschel
Paula Blumenfield
and Joseph Gantz
Darcia A. bụngdi
and Kenneth P. Cohen, Esq.
Carlson Wagonlit Travel
Connecting Kids Heart 2 Heart
Hibo and Idris Elkhattabi
The Mosses Feldman Family
Foundation
իրշպան և kąպար
The Germacanso Foundation
Lori Pension Gross
and Stewart Gross
Elizabeth S. and Steven Gruber
Sally Maid Hands Foundation
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Kiss My Face
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$50,000 - $99,999

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Bart R. Schwartz
Betsy Werthan
United States Institute of Peace
Steve and David Venable
Donna Zahn and Paul Fribourg
Anonymous (3)

Between January 1, 2013 to December 31, 2018, Seeds of Peace seeks to raise $40 million.
By giving level

2015 Supporters

SEEDS PROFILE

$100,000 & above
Beth and David Blood
Shelby Cullum Davis Charitable Fund Inc.
Even & Mobil Corporation
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Parsniper Square Foundation
Jane and Robert Toll Foundation
Vital Projects Fund, Inc.

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John and Linda MacDonald
Connecting Kids Heart 2 Heart

$25,000 to $49,999
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Anonymous

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Riccardo Mora

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SEEDS PROFILE

SIWAR (ISRAELI DELEGATION, 2009)

At Camp, I found it difficult to make sense of all the different views I was encountering. As a Palestinian living in Israel, I found myself constantly looking for “truth” in the dialogue sessions. I felt torn between two worlds and felt as if I had to pick a side. With time and the way I define myself is changing, I have made friends who now visit me at home who had never met a Palestinian before. In those three weeks of high school I felt myself become more mature, and my mission was no longer about changing what others think, but about challenging them to consider other points of view as well. I knew there was more than one side to a story because I listened to people tell them, and I had to share this realization with others. Reflecting on my Seeds of Peace experience, I can truly say I’m more tolerant of others, less judgmental, and more considerate as a result. I try to listen first, and not to make assumptions about others. This is something that has helped me in life in general, not solely while engaging in political conversations.

Through Seeds of Peace I met a band named Heartbeat that brings together young people from different backgrounds to make music. Things were difficult when I returned home after Camp. I know that unfortunately the world looks nothing like Seeds of Peace. But I am motivated to do something about it.

After Camp I chose to enroll in an all-Jewish high school instead of a Palestinian one in my city. If there was a way to break stereotypes and influence others, this was it. It wasn’t surprising to me that wasn’t easy being the first Palestinian ever to attend this school. Some of my close friends who now visit me at home had never met a Palestinian before. In those three weeks of high school I felt myself become more mature, and my mission was no longer about changing what others think, but about challenging them to consider other points of view as well. I knew there was more than one side to a story because I listened to people tell them, and I had to share this realization with others. Reflecting on my Seeds of Peace experience, I can truly say I’m more tolerant of others, less judgmental, and more considerate as a result. I try to listen first, and not to make assumptions about others. This is something that has helped me in life in general, not solely while engaging in political conversations.

Through Seeds of Peace I met a band named Heartbeat that brings together young people from different backgrounds to make music.

Every time I perform, I feel that I have delivered a message and that my voice is out there. I have found the way to peacefully express my thoughts and feelings.

Through Seeds of Peace my world became wider, my family grew bigger, and I became more connected to and aware of what is happening around the world.
2015 Supporters

2015 Annual Report

By giving level

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$5,000 to $9,999

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Amanda Peet

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Amanda Peet
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The Helen and Harold C. Mayer
Foundation
Jacqueline Magidfield and Joseph Patuleia
Marc and Nora Mazur

My experience at Seeds has improved the way I approach problem solving and has shaped my educational and professional trajectories.

Through dialogue, I am better able to understand others’ interests and work toward creative solutions to difficult issues.

Seeds Camp also piqued my interest in the Middle East, and after my summer at Seeds, I began to study the Middle East in college.

I have since worked for a Middle East policy think tank and am currently studying public policy in graduate school.

When I entered college, I wanted other Americans to have the opportunity to engage with students in the Middle East. As a result, I co-founded Dorm Room Diplomacy, an organization that uses online technology to foster mutual understanding between university students in the West and the Middle East.

Students from over 20 universities in the US and the Middle East have participated, and the organization continues to expand quickly.

SEEDS PROFILE

COBI (AMERICAN DELEGATION, 2006)

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I have since worked for a Middle East policy think tank and am currently studying public policy in graduate school.

When I entered college, I wanted other Americans to have the opportunity to engage with students in the Middle East. As a result, I co-founded Dorm Room Diplomacy, an organization that uses online technology to foster mutual understanding between university students in the West and the Middle East.

Students from over 20 universities in the US and the Middle East have participated, and the organization continues to expand quickly.

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Anonymous (3)
Seeds of Peace has had a significant impact on the way that I lead my life, understand others and listen to different views. Through Seeds of Peace I was able to meet with people from different conflict areas as well as the conflict at home in Kosovo. I feel empowered having had the chance to learn, present my views and be listened to. While in some parts of the world, peace is far from our reach, our personal relationships provide an excellent foundation. Having such a meaningful reconciliation experience with Seeds of Peace impacted my plans for educational and professional attainment. It is at Seeds of Peace that I decided I wanted to be among those who make change happen. Having gone through Seeds of Peace co-existence sessions and having built personal relationships, I believed reconciliation was possible. Three years later, in 2010, I wrote my MA thesis at the John F. Kennedy School of Government at Harvard on political and institutional integration of Serbs in Kosovo. I went to Serbian localities and spoke to the community members about integration. The life lived at the Seeds of Peace Camp had come to Kosovo. While reconciliation was not accomplished, most people showed signs of respect for other communities.
Parents of Seeds recognize the extraordinary perspectives their daughters and sons have gained. Their generous support is central to our financial health.

Watching the transformation of Seeds has a powerful impact on people of Seeds is in their personal giving.

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Powhatan alumni recognize that the spirit of Joel Bloom’s camp continues through Seeds of Peace.

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MAHMoud (PALESTINIAN DELEGATION, 2007)

Seeds of Peace was the first time I was able to meet the other side. Growing up in Hebron all I knew of Israelis was soldiers, settlers and curfews. At Camp, I met Israelis with whom I had common interests and common dreams. This started a process where I took a new look at myself and my responsibility as a Palestinian and a human to listen to others and try to understand them. I left Camp questioning, ‘How can I contribute to peace?’ As I began to answer this question, I began to see myself as a leader. I believed that I would contribute to peace through my interests such as journalism and the media. I started to write and speak to others. They were single actions but, I acted. In 2011, when I was detained by the Israeli police and army while reporting on a protest in Hebron, seeds of Peace proved to me that Israelis and Palestinians can be successful in working towards a common goal by coming together to demand my release.

Since Camp, I have worked to promote the importance of listening and understanding each other in order to enable ourselves to share a better, more peaceful life. ‘This life must be based on understanding each others’ rights and duties as people who share the same land and the same future. I work to create this understanding through helping to enable teenagers and youth to speak up about their opinions, learn new media and connect to global issues and youth in other parts of the world to create dialogue between cultures and nations.

Currently, I am a Youth Ambassador for the UK-based organization Children of Peace where I write regular opinion pieces for various websites and serve as a member of the Israeli Palestinian Confederation’s board of directors.
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**MEENAKSHI**

The India-Pakistan conflict was a big part of my childhood narrative. For my family, “the other”—Pakistan and the people who lived there—were the enemy who had brought this suffering upon them.

In all of these conversations on the partition, I never heard what happened to the other side. Somewhere in hearing all these stories, and in the demonizing of the other, my young mind had shut off to hearing anything about the “other side.” These feelings of hatred for the other were further fueled and justified by the media, and the history that I was taught in school. This is the narrative that I carried when I moved to study in the US and met someone from Pakistan for the first time, Anila. We saw them passionately arguing about whose version of history was right and at the same time, building strong friendships with each other. The interactions and conversations of the Seeds with each other on the 1947 Partition of India and Pakistan were critical. This is the narrative of conflict between the two sides, a history textbook reform that included the narrativization of the conflict and face-to-face interactions and exchanges between the two sides, and support from like-minded activists and leaders in both countries will be critical. This is what I have dedicated myself to as an educator.
I grew up with Seeds of Peace and with the firm conviction that a better understanding of the other side can lead to a peaceful way of life and point of view. This feeling has grown stronger over the years.

I try, because of Seeds of Peace, to be a person who listens more, though sometimes it is very hard. Seeds of Peace has made me a better teacher. I bring my experiences throughout the years in Seeds of Peace into my classrooms a sense of hope and commitment to that hope.”
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 of the organization will endure. A planned gift 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. 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.

Gifts and bequests are deductible under the federal income, estate, and gift tax laws. Inquiries will be held in the strictest confidence.

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 Drucker at (212) 573-8048 or jdrucker@seedsofpeace.org.

Planned gifts are your last testament to the values you cherish. Thank you to all who are considering this incredibly special means of giving. All gifts, great and small, are truly appreciated.

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The Global Leadership Council and its two committees—Alumni & Young Professionals, and Corporate & Thought Leaders—champion Seeds of Peace’s critical work and helps grow the footprint of the organization.

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The Council includes Seeds and Seed parents, longstanding donors, and select members of the global business and philanthropic community.
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