



ANNUAL REPORT 2019

TABLE OF CONTENTS

<i>LETTER FROM OUR FOUNDER & CHAIRMAN HRH PRINCE FEISAL AL HUSSEIN OF JORDAN</i>	<i>3</i>
<i>WHO WE ARE</i>	<i>5</i>
<i>OUR VOLUNTEERS</i>	<i>6</i>
<i>JORDAN PROGRAMMES HIGHLIGHTS</i>	<i>8</i>
<i>INTERNATIONAL PROGRAMMES HIGHLIGHTS.....</i>	<i>11</i>
<i>INSTITUTIONAL LEARNING</i>	<i>15</i>
<i>RESEARCH. KNOWLEDGE. OUTREACH.....</i>	<i>17</i>
<i>2019 RESULTS</i>	<i>23</i>
<i>2019 FINANCIAL STATEMENT</i>	<i>24</i>
<i>DONORS AND PARTNERS</i>	<i>26</i>

LETTER FROM OUR FOUNDER & CHAIRMAN HRH PRINCE FEISAL AL HUSSEIN OF JORDAN

Dear Friend,

2019 was another significant year for Generations For Peace, filled with important learning and new milestones in our growth and impact.

Empowerment, in all senses, truly has been the theme of our Generations For Peace journey in 2019. Through the continuous advancement and implementation of our curriculum, activities and trainings, and the increasing support of our partners and donors, our peacebuilding efforts have continued to empower youth leaders around the world to create positive change in their local communities. During 2019 alone, we delivered 193 trainings totaling 2,983.75 hours to 5,016 volunteers and external audiences in a variety of languages. Our efforts have resulted in the training and empowerment of over 15,618 volunteers from 51 countries in the Middle East, Africa, Asia, Europe, and North America. Thanks to the passion of our volunteers and our unique cascading model, our dedicated volunteers have inspired and empowered their own communities, positively impacting over 740,207 children, youth, and adults.



And when we empower others to join our volunteer movement, our message of peace spreads exponentially. In 2019, we significantly increased our international engagement and amplified our global reach and impact. The opening of our first-ever US office in Washington, DC situated Generations For Peace at the heart of the US peacebuilding community. We also launched our first-ever US peacebuilding programme “Youth SOAR: Sport and Arts for Resilience” in partnership with Laureus Sport for Good USA and Gary Comer Youth Center, which aims to reduce violence and strengthen resilience among youth on the south side of Chicago. For the first time ever, Generations For Peace also participated in advocacy briefings on youth, peace, and security to the US Congress on Capitol Hill, playing a role in the passing of the landmark Global Fragility Act to reduce violence and prevent conflict around the world.

These efforts and commitments were also reflected in Generations For Peace's home of Jordan. This year, in partnership with the Ministries of Youth and Education as well as UNICEF, Generations For Peace launched the second year of the Maharati Programme in youth centres across all 12 Jordanian governorates, and we also saw the expansion of the Nashatati Programme, which doubled in size to reach over 1,000 schools across the Kingdom. In addition, Generations For Peace partnered with the Mayor of Jordan's capital, Amman, to join the international "Peace in Our Cities" campaign, which seeks to create concrete, participatory, and evidence-based platforms for achieving Sustainable Development Goal 16 by halving urban violence by 2030.

Generations For Peace has worked to inspire and foster dialogue amongst communities on both the international and local level. Throughout the past year, we shared our knowledge and learned from governmental and non-governmental organisations from around the globe. Our youth leaders voiced their perspective on sustainable conflict transformation and peace at Geneva Peace Talks, at Geneva Peace Week, and in New York amidst the United Nations General Assembly Week. Inspired by such dialogues, Generations For Peace hosted an inaugural Amman Peace Talks at its headquarters, which featured 10 peacebuilders and leaders from 9 countries across the Middle East, Africa, Europe and North America. This first-ever Amman Peace Talks was held during our ninth annual Advanced Training, which united 39 volunteers from 12 countries to hone their peacebuilding skills. Through events, conferences, and forums, Generations For Peace has constituted a platform for dialogue and mutual understanding among youth in particular, allowing their voices to reach, inspire, and empower communities all around the globe.

All of these efforts have not gone unnoticed, and Generations For Peace continues to gain international recognition. This year, Generations For Peace was ranked number 29 by NGO Advisor's increasingly competitive list of the "Top 500 NGOs in the World," making it the number three Peacebuilding NGO in the world, and the top-ranked NGO in the Arab World.

In light of these achievements over the past year, I would like to thank our many partners, including UN agencies, governmental donors, foundations and civil society organisations, the Olympic Movement, as well as commercial and media partners who support the efforts of Generations For Peace. Most importantly, I want to thank our global community of volunteers and participants who are driving positive change and building sustainable peace in their communities worldwide. It is thanks to your dedication and passion that we continue to

... Pass it on!

WHO WE ARE

Generations 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, art, advocacy, dialogue, and empowerment for peacebuilding.

Vision: Sustainable peace in actively tolerant communities through responsible citizenship.

Our Values:

- a. **Youth Leadership:** We believe youth have a vital role to play in leading social change and transforming conflict in their communities.
- b. **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.
- c. **Active Tolerance:** We believe peace is a process driven by active understanding, dialogue, and positive engagement with others, founded on trust and respect.
- d. **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.

Our Drivers of Change:

- a. Innovation
- b. Quality
- c. Impact
- d. Sustainability

Major numbers:

- a. 62 HQ Staff
- b. 20 HQ Interns
- c. 15 Field Coordinators
- d. 51 Countries reached
- e. 15,618 Volunteers trained
- f. 740,207 Lives impacted

OUR VOLUNTEERS

“Sport and Arts For Peace activities give me the opportunity to express my thoughts and emotions through safe platforms. My volunteering with Generations For Peace allows me to deeply discuss my current reality as well as hopes and dreams for the communities I serve”.



Rickey, GFP Delegate - USA.

“Parents in my community didn't allow their daughters to participate in the programme activities when it started. However, when parents saw, felt, and heard about the positive impact of the programme, they changed their minds and let their daughters participate. Having seen such a shift made me proud of what I am doing.”

Mamatova Jazgul,
GFP Delegate -
Kyrgyzstan



“If we can break the ice of suspicion and stereotyping, if we can somehow cascade the knowledge and skills learnt from the Generations For Peace US Embassy Arts and Advocacy For Peace Training in our community, if we can improve the environment of socialisation between our community youth and the communities of others we term as enemies, then we can live together as one without violence.”



Abubakar Nasidi,
GFP Volunteer-Nigeria

Through the success of its cascading model, GFP has trained a ninth generation of volunteers who live and implement programmes in high-conflict contexts across the Middle East, Africa, Asia, North America, and Europe to address:

- Inter-tribal, ethnic and religious conflicts
- Violent extremism
- Gender equality
- Post-conflict trauma response, reconciliation and reintegration
- Exclusion of minorities (including Internally Displaced People, refugees and people with disabilities)
- 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

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 2019, GFP, alongside the Ministry of Education (MoE) and in collaboration with UNICEF, completed a series of 96 regional trainings to prepare 3,000 participating teachers for the expanded Nashatati Programme, which this year increased from 200 to 1,003 schools, implementing life skills and sport-based activities directly impacting 192,000 participants and indirectly benefitting thousands of youth.

We also worked with the Ministry of Youth (MoY) and UNICEF to further expand the Maharati Programme from 40 to 65 youth centres. Using sport-based activities to develop life skills and foster social cohesion, the Maharati Programme now directly impacts 20,000 youth, with indirect impacts benefitting an estimated 60,000 additional youth between the ages of 10 and 24.

During the summer break of 2019, GFP delivered Summer Camps activities for 800 youth and school students from 4 governorates. The Summer Camps comprised of 12 sessions of activities, provided three sessions each of four different sports. The aim was to provide Jordanians and Syrian Refugees, both males and females, with exposure to a wide range of new sports, with the content delivered by expert sport facilitators and coaches. Sessions allowed an introduction to basic drills, development of skills and fun play.

We are also furthering our commitment to gender equality through the introduction of a specific gender component integrated into our Nashatati and Maharati Programmes, thanks to our new partnership with UN Women. Introduced in June and targeting all 1,003 schools and 75 youth centres, the gender component will impact Jordanian and Syrian refugee youth over 18 months, using sport-based activities to promote resilience and empowerment from a gender-sensitive perspective. In addition to the participation of youth in GFP's sport-based life skills sessions in schools and youth centers, youth leaders have been leading initiatives in 40 schools and youth centers most needing additional gender-based programming. The secondary target group are the 80 teachers and youth centers' volunteers who will be trained as master facilitators to train 400 of the above primary target group youth in leadership principles and oversee their initiatives.



GFP has also concluded the implementation of the EU's MADAD Youth RESOLVE programme. The programme was a two-year programme, implemented in 10 communities, that focused on providing a coherent and reinforced aid-response to the Syrian crisis by promoting peacebuilding and positive interactions in selected Host Communities through catering to both the needs of Syrian refugees and Jordanian communities hosting them. The programme was made up of 2 phases, the first phase used GFP's Advocacy For Peace approach, and the second phase in the programme used GFP's Dialogue For Peace approach. The 120 Syrian & Jordanian delegates who led the Advocacy and the Dialogue For Peace were equipped with needed knowledge to return to their communities and effectively design, implement and evaluate the ongoing activities.

In partnership with UNDP, GFP commenced The Sport For Peace and Social Stabilization Programme in 2019, which was designed to strengthen resilience of young people to violent extremism by improving social cohesion and reducing vulnerabilities in Jordanian communities. Throughout its course, 240 youth were encouraged and empowered to create, surface, nurture and share the existing and



new narratives that focus on positive peer-group role models and values, to offer positive support networks and thus increase resilience to violent extremism. The programme was implemented in 8 governorates where vulnerable communities have already faced the threats of violent extremism.

INTERNATIONAL PROGRAMMES HIGHLIGHTS

With 25 active programmes in 16 countries during 2019, GFP used its innovative peacebuilding tools to engage children, youth and adults to transform conflict and build peace in diverse conflict contexts across the Middle East, Africa, Asia, Europe, and North America.

a. MENA

In the MENA region, in 2019, our Lebanon team was able to complete a programme funded by the EU, entitled “Engaging Youth for Human Rights and Social Cohesion”. The programme was designed to raise awareness of the concepts of peacebuilding, human rights, social cohesion, and reduced violence in Lebanon. The significant positive impact achieved was crowned by follow-on EU funding for another cycle of programming for a project, entitled “Youth RESOLVE: Resilience, Education, Social Cohesion, Opportunities for Livelihoods and reduced Violence in Lebanon”. The programme targeted Lebanese, Syrian, and Palestinian youth trained to implement art activities aimed at promoting peacebuilding and positive interaction with their communities.

In Palestine, students aged between 12 and 15 years old from different groups in the West Bank were engaged in 28 sessions of Life Skills, Sport and Arts For Peace activities. These activities were aiming at building acceptance, fostering cooperation among them, and



developing their life skills. The cycle of activities helped them interact in safe spaces, enabled them to express themselves, and increase their self-esteem.

b. Sub-Saharan Africa

In Ghana, in 2019, the GFP team commenced a Social Emotional Learning (SEL), Sport and Arts For Peace Programme in Accra. The programme engages children from diverse ethnic and

social backgrounds, focusing on addressing bullying among students in schools and aims at strengthening the relationship between the pupils, and create a positive learning environment.

In Nigeria, 2019 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 to increase tolerance and acceptance among different ethnic and religious groups in Kaduna State. The programme results, both qualitative and quantitative data showed significant positive changes backed by evidence illustrating increased levels of acceptance amongst participants from different ethnic divides, as well as increased social engagement between youth and adults from diverse ethnic backgrounds.

In Sierra Leone, in 2019, the GFP team commenced a programme engaging two youth gangs, (Members of Blood and Stay Black members) to address tension, aggressive behaviour, fighting over political and social dominance in Kabala town to build broken relationships and trust. The programme integrated life skills that aim at creating a safe space for the



gang members youths to improve their interaction, develop respect and build trust among the members of the two groups.

In Uganda, in 2019, GFP with our local partner, Rights of Young Foundation, supported by the US Embassy in Uganda, implemented “Reducing School Related Gender based Violence through sport and arts in Wakiso and Soroti.” The programme



used 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. The qualitative and quantitative data demonstrated improved respect, understanding of SRGBV and increased confidence in managing episodes of school-related gender-based violence (SRGBV) among teachers and students.

In Zimbabwe, from October 2018 to December 2019, GFP supported youth leaders to design, implement, and evaluate programmes aimed to reduce serious levels of youth violence in Epworth-Harare, Mbizo-Kwekwe and MSU- Zvishavane. The programme, based on an innovative sport and arts-based curriculum responded to the demands from youth, university administration and local communities to address this pandemic through innovative, participatory programming.

From the monitoring and evaluation data of the second programme cycle the qualitative and quantitative data demonstrated a positive trend, highlighted by an increase in the levels of acceptance of others from a different political divide in Harare, increased levels of cooperation in Kwekwe and increased levels of respect of others from a different ethnic background in Zvishavane.

c. Asia

Our programmes and activities in Asia addressed a range of violent conflicts in 2019. 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 2019 to engage diverse youth and create meaningful friendships that overcome conflict. The quantitative and qualitative

data showed a significant improvement in the levels of trust among students from different ethnic groups.

In Sri Lanka, in 2019, we started the “Harnessing Sport for Youth-led Social Change” programme to strengthen the longer-term sustainability of already present positive impacts of previous Sport For Peace activities by engaging orphans, differently abled youth, and school dropouts of different ethnic and religious identities in a new programmatic cycle in five



districts. The programme, supported by Olympic Council of Asia through Olympism in Society project, aims to enable vulnerable local communities to interact and engage in activities that foster life skills development, resilience, active lifestyle, as well as tolerance, protection, acceptance and social cohesion.

d. Europe

In Europe, in 2019, GFP kicked off its second 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. Aiming to increase pro-social interaction and to talk about issues of mutual concern and build trust among each other, sessions used Transformative Dialogue, a methodology created by the GFP Institute for the Study of Conflict Transformation and facilitated through GFP’s Dialogue For Peace activities.

e. USA

This year marked the kick-off of GFP’s first peacebuilding programme in the USA. A Sport and Arts For Peace training was conducted to build the capacity of volunteers to plan, design and implement sport- and arts-based activities for behavioral change. In partnership with the Gary Comer Youth Centre, and with support from Laureus Sport For Good Foundation USA, this project was designed responding to the high levels of violence experienced in the Greater Grand Crossing neighbourhood in the south side of the city of Chicago. The programme entitled “Youth SOAR: Sport and Arts for Resilience” aims at strengthening youth’s resilience to violence, particularly gun violence.

INSTITUTIONAL LEARNING



Advanced Training 2019

In 2019, GFP, with the support of Samsung, recognised the extraordinary achievements of GFP volunteers leading grassroots peacebuilding programmes in their own communities around the world. We welcomed 39 experienced volunteers from 12 countries to Amman, to take part in GFP's ninth annual Advanced Training.

The five-day training which focused on improving the design and implementation of our peacebuilding interventions for more responsible, inclusive and responsive peacebuilding, covered topics including Global Frameworks for Sustaining Peace: Peacebuilding Norms and Standards; Conflict Sensitivity & Peacebuilding including Do No Harm; Safeguarding and Protection; Transformational Leadership and Social Impact; Diversity Equity and Inclusion (DEI) in Peacebuilding, Building inclusive communities; Gender; Mobility and Disability: Building Sustainable Partnerships; Fundraising; GFP's Programming Framework and Peacebuilding competencies; Social Emotional Learning.

The Advanced Training concluded with the annual Samsung Generations For Peace Awards, presented by HRH Prince Feisal Al Hussein to volunteers from countries whose programmes demonstrated extraordinary progress reflecting GFP's four Drivers of Change.



- **Innovation Award:** Yemen, "Sport For Peace Programme for Children in Aden." Empowerment For Peace.
- **Quality Award:** Nigeria, "United in Diversity." Dialogue For Peace.
- **Impact Award:** Uganda, "Reducing School Related Gender Based Violence through Sport and Arts in Soroti." Sport and Arts For Peace.
- **Sustainability Award:** Jordan, "Youth RESOLVE." Advocacy For Peace.

Local Trainings

Throughout 2019, GFP conducted 193 local trainings, reaching 1,188 volunteers with 2,983 hours of trainings covering unique and location-specific topics and conflicts around the globe.

RESEARCH. KNOWLEDGE. OUTREACH.



RESEARCH

This year, GFP Institute finalised a two-year research project in Tunisia supported by the United States Institute of Peace, which examined the attitudes of a cohort of individuals on a yearly basis from 2016 to 2018. Our results demonstrated that peacebuilding programming aimed at countering violent extremism is able to change participants' attitudes to violence by making a difference to psycho-social factors, enhancing an individual sense of leadership as well as a sense of inclusion within a wider community.

In Jordan, our qualitative research project on gender included components related to gender values, experiences and perceptions, as well as the responses to female perpetrators of violence. Two different approaches were used, with surveys of 1,000+ participants administered throughout all governorates of Jordan, and a series of focus group discussions and key informant interviews conducted in randomly selected schools in various governorates. The findings will directly inform GFP's programming, and support parallel research in three other countries.

Peacebuilding is not just about the absence of conflict; peacebuilding is also about feeling a sense of ownership, belonging, and voice in the process of conflict transformation. Ensuring inclusion is a vital aspect of Social Emotional Learning (SEL) and one of GFP's Expressions of Change. GFP wants to measure not only overall programme impact, but also participants' sense of inclusion before, during, and after the programme.

For GFP, inclusion, like peacebuilding, is an ongoing process that must be continuously nurtured and measured. GFP Institute's 2019 pilot study on measuring inclusion contributes to the effectiveness of locally-led peacebuilding initiatives, and allows GFP to develop both indicators and a



participatory process that would collate learning for future peacebuilding initiatives. The final result of this ongoing study will feed into GFP's standard indicators used to measure the alignment of each programme with peacebuilding values that drive GFP, by strengthening the inclusion arm.

KNOWLEDGE

Building on existing work in the area of GFP's knowledge management, in 2019 we prioritised improving our transparency, competency-building, horizontal learning, and in particular Diversity, Equity, Inclusion (DEI), by adopting new or updated policies related to inclusion of all abilities.

GFP's curriculum went through a critical update resulting in the integration of Social Emotional Learning content (SEL) in collaboration with Sanford Harmony; the integration of Sport for Protection toolkit into our Sport For Peace and Protection programming in collaboration with the Olympic Refugee Foundation; as well as further development of community-sourced tools and processes including the theory and expressions of change, and addition of new chapters on soft skills related to youth employability.

OUTREACH

2019 was the year in which GFP solidified its role in peacebuilding around the world, from local to high-level governmental and semi-governmental engagement, and engaged with new stakeholders in the sport movement, the UN and peacebuilding sector:

+Peace Global Peacebuilding Coalition March 2019, Washington DC—USA

In March 2019, GFP joined the “+Peace” Global Peacebuilding and Coalition, composed of 18 peacebuilding organisations. The coalition aims to transform culture by inspiring the global population with the belief that violence is not inevitable and that practical, accessible alternatives to violence exist; and inspiring new generations of peacebuilders by mobilising and equipping citizens and governments alike with tools for peacebuilding; changing policies and politics by building public and political champions for peacebuilding; and building a movement by creating pathways for any member of society to support and participate in peacebuilding.

United Through Sport’s United Through Youth Festival 7-10 May 2019, Gold Coast—Australia

United Through Sport initiative was established by Alliance of Independent Recognised Members of Sport (AIMS) in 2017 and officially inaugurated a year later. The Initiative established the Sport Festival, formed to engage displacement-affected and disadvantaged children and youth, showcase their talents regardless of ability or life circumstances, and establish recreational facilities providing education through sport. The 2019 edition held in Australia—entitled United Through Youth—was a sporting and educational event promoting inclusivity for all, and gathering 5,000 children. GFP was represented by its Founder and Chairman, HRH Prince Feisal Al Hussein, who delivered the opening forum keynote address, stressing the vital role of youth in celebrating diversity and promoting inclusivity, and leading social change to transform conflict, working to build a unified culture.

Geneva Peace Talks 19 Sep 2019, United Nations HQ Geneva – Switzerland

Continuing GFP’s efforts to provide global platforms for young peacebuilders, at the 2019 Geneva Talks GFP Pioneers Zainab Nankya, from Uganda, and Salama Ibrahim, from Nigeria, gave impassioned personal accounts of their peacebuilding journey, under the theme “Trust Matters”.

Alliance for Peacebuilding Annual Conference 2-4 Oct 2019, Washington DC—USA

The 2019 Annual PeaceCon’s central theme was “Seizing the Moment for Peace in a Disrupted World”. The largest-ever delegation from GFP attended the PeaceCon, joining 800+ participants from 50+ countries and 288 organisations. The annual conference was preceded with the first-ever Peacebuilding Advocacy Day with the +Peace Coalition, during which the American and international peacebuilders, including GFP’s team, joined forces to educate the Capitol Hill lawmakers on global peacebuilding priorities. The PeaceCon was held at the United States Institute of Peace and at the FHI360 premises.

**Geneva Peace Week
4-8 Nov 2019,
Geneva—Switzerland**

This year has seen GFP taking part once again in the Geneva Peace Week. Together with the Global Community Engagement Resilience Fund (GCERF) and the Middle East Broadcasting Center's



CSR programme “MBC Al Amal” (MBC Hope), GFP organised a session on **Youth Voices: youth experiences of grass roots peacebuilding** at the UN's Palais des Nations. The panellists addressed the youths' experiences—both negative and positive—of grass roots initiatives for peacebuilding; examples of effective practices that are emerging from local community initiatives; and the experiences that connect government, civil society organisations, NGOs and UN agencies in effecting systemic change in youth participation and autonomy to lead positive change.

**Open Ended Working Group on Model Indicators on Sport, PE, Physical Activity and the SDGs
20 Nov 2019, Geneva—Switzerland**

Measuring the contribution of sport, physical education and physical activity to prioritised SDGs is a collaborative international project led and coordinated by the Commonwealth Secretariat with the support of a high-level Steering Group made up of UN agencies, leading member countries and sector experts. An Open-Ended Working Group has been established to support the project, and GFP took part in its second meeting held in November 2019. The meeting focused on gathering of input to enhance the approach and methodology used to develop and scale the use of measurement framework and model indicators, and identify opportunities to strengthen coherence and alignment of the project to key international frameworks, the work of the international sport movement, civil society and global action to accelerate achievement of the SDGs. GFP's lightning talk delivered at the meeting focused on sport-related participatory indicators used in our programming around the world.

United Nations Office of Counter-Terrorism (UNOCT) Regional Conference 18-19 Dec 2019, Abu Dhabi—United Arab Emirates

GFP President, Dr Mohammed Al-Arabi, took part in the UNOTC's Empowering Youth and Promoting Tolerance Regional Conference which has provided an inclusive platform for dialogue and sharing of information, experiences and expertise among government officials, youth, and community and religious actors from Arab League countries. The conference promoted cooperation and partnerships to advance implementation of the UN Global Counter-Terrorism Strategy and relevant Security Council resolutions, including ground-breaking resolution 2250 on youth, peace and security. In his presentation, Dr Al-Arabi reflected on GFP's experience in empowering youth and promoting tolerance. The findings and recommendations of this conference will be presented at the UN High-Level Counter-Terrorism events in summer of 2020.

EVENTS

a. Amman Peace Talks:

GFP hosted an inaugural Peace Talks at its global headquarters in Amman, Jordan on 20 October 2019, the first-ever Peace Talks format event held in the MENA Region. Inspired by the annual Geneva Peace Talks, GFP aims to establish Amman Peace Talks as an annual event, giving a platform for young peacebuilders from diverse contexts to share their own personal experiences of leading peacebuilding efforts and positive change to address with conflict and violence within their communities.



Attended by GFP Founder and Chairman, HRH Prince Feisal Al Hussein, other dignitaries, and youth from across Jordan, and broadcast live online to a global audience, this year's Amman Peace Talks event was supported by the Irish Embassy, the European Union MADAD Trust Fund, and MBC Al Amal. Under the theme "Peacebuilding: up close and personal," it featured 10 peacebuilders and leaders from nine different countries across the Middle East, Africa, Europe, and North America speaking about their personal experiences of facing diverse forms

of conflict and violence, and of implementing peacebuilding programmes at the personal, community, and institutional levels. The Amman Peace Talks provide an opportunity for people who have personally experienced different forms of violence and witnessed the positive impacts of grassroots peacebuilding to share their stories and perspectives. It also provides an opportunity to showcase the diversity of what peacebuilding can look like, to make it personal and human, and to offer these stories as an inspiration to all.

a. #PeaceDay Campaign:

In 2019, GFP launched its first-ever independent challenge on the occasion of “World Peace Day” across all of its social media platforms. The “Peace Day” challenge aimed at promoting the culture of love and tolerance among people. Participants were invited to provide a short video not exceeding one minute in which they share their message of forgiveness, appreciation, respect, or acknowledgment to someone they had any sort of conflict or disagreement with. With over 40 participants from all around the world including Jordan, Iraq, Sudan, Yemen, Nigeria, and many other countries, it was thrilling to see great interaction and high engagement on social media platforms and across other media outlets as well.

GFP issued a press release with the launch of the campaign that spread widely on local and international levels receiving requests from prime channels like Al-Hurra TV (American Arabic speaking TV), Jordan TV, and some radio stations. All were provided with footage of the campaign which started with an edited video that included random Vox Pops recorded in the streets of Amman, along with actual content that was shared by external audience, in addition to a live interview with GFP President, Dr. Mohammed Al-Arabi.

As per the social media insights report, the challenge generated an organic reach of 55,571. The engagement multiple countries including Egypt, Germany, Iraq, Jordan, Nigeria, Sudan, Yemen, and Zimbabwe with a participation rate of 54% from males and 46% from females.

The campaign gathered different elements merging between social media, classic media, and community audience.

2019 RESULTS

- a. **25** Active programmes
- b. **16** Active countries
- c. **1,188** Active volunteers
- d. **193** Local trainings on peacebuilding
- e. **2,983** Hours and **45 minutes** of peace training
- f. **6,293** Hours of mentoring conducted
- g. **416** Local peace initiatives supported
- h. **95,477** Direct programme participants
- i. **20,973** Peacebuilding activities
- j. **215,836** Indirect beneficiaries
- k. **44.1** Average contact hours per participant
- l. **97.1%** Percentage of participants completed all sessions
- m. **8,976,443** Reached through media to increase visibility
- n. **82%** Percentage of programmes showed **>25%** improvement in outcome indicators
- o. **72%** Percentage of programmes showed **>25%** improvement in impact indicators
- p. **77** Research outputs circulated internally
- q. **45** Research outputs published on GFP platforms
- r. **14** Partnerships signed

2019 FINANCIAL STATEMENT

Our audited financial statements are publicly available on our website. GFP raises revenue by offering event management services and its well-equipped conference centre and auditorium in Sports City, Amman to clients including other NGOs, UN agencies, Embassies and companies. Revenue generated from such events supports our peace-building work.

For more information please visit our website: www.gfp.ngo/en/facilities or contact venues@gfp.ngo

GFP Source of Funding in 2019

Source Of Funding 2019	2019 Actual	%
UNICEF Nashatati & Maharati	2,284,839	37.33%
JOC	1,000,000	16.34%
EU	538,175	8.79%
Olympic Refuge Foundation	213,439	3.49%
Samsung	213,000	3.48%
UN Women / UNESCO / UNAOC	124,547	2.04%
OCA	70,975	1.16%
UNFPA and UNDP	67,450	1.10%
Revenue Generation	53,586	0.88%
Irish Aid	39,520	0.65%
Other Sponsors in UAE	38,244	0.62%
US DoS	37,895	0.62%
Laureus Sport For Good Foundation	36,400	0.59%
USAID-JOR	31,278	0.51%
Sponsors of US programmes	17,750	0.29%
Sanford Harmony	14,200	0.23%
MBC UAE	7,100	0.12%
Interest Income	6,766	0.11%
USIP	6,387	0.10%
IOC	4,932	0.08%
Other Sponsors in Jordan	1,849	0.03%
Online Donations	1,313	0.02%
Cash carried forward	1,310,320	21.41%
	6,119,965	100%

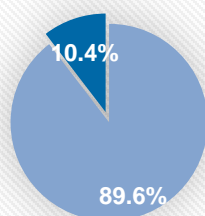
GFP Expenditure Growth

Expense Growth	Expenses
2019	4,988,353
2018	4,026,963
2017	3,697,595
2016	2,647,468
Mission Direct Expense	89.6%
Mission Indirect Expense	10.4%

GFP Funds Used

GFP FUND USE	2019 Actual	%
Human Resources	1,855,612	34.32%
Administration	171,923	3.18%
Fundraising	167,275	3.09%
Major Events	83,025	1.54%
Programmes	2,397,055	44.33%
Generations For Peace Institute	140,192	2.59%
Communications	128,939	2.38%
Capital Expenditure	32,964	0.61%
Cash Reserve	300,000	5.55%
Contingency	38,882	0.72%
Accrued Expenses	59,349	1.10%
Unallocated Stock of Brand Items C/F	32,257	0.60%
	5,407,473	

GFP Funds Used



■ Mission Direct Expense ■ Mission Indirect Expense

DONORS AND PARTNERS



VOLUNTEERS. PARTNER. DONATE. SHARE.

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 12 years old, and for the last five years, we have been ranked within the Top 35 NGOs in the world – achieving the rank of number 29 in 2019. 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!

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