PeacePlayers International Impact Report
Fiscal Year 2014

Thanks to a record number of supporters, PeacePlayers entered its 14th year of using sport to unite, educate and inspire young people by training more coaches, serving more children, and impacting more communities than ever before.

In Fiscal Year 2014 (July 1, 2013 to June 30, 2014), PPI had:

- 939 Supporters
- $2.6M Raised
- 352 Coaches Trained
- 4,126 Youth Served
PeacePlayers International’s Reach

Since 2001, PPI has served over 65,000 youth in 15 countries spanning five continents. In addition to year-round programs in South Africa, Northern Ireland, Israel and Palestine, and Cyprus, PPI’s Sports and Peace Innovation Network (PPI - SPIN) is helping other youth development organizations harness the power of sport for civic engagement, leadership development and conflict transformation.

★ = FY2014 projects  
★ = Past projects (Learn more at www.peaceplayersintl.org/spin)

Peace on the Court - Oregon
In the United States, almost 30% of youth are estimated to be involved in bullying either as a target, a bully, or both. In 2014, PPI-SPIN teamed up with AC Portland and adidas to create a youth basketball league based on the Portland Trail Blazers’ award winning anti-bullying Respect Campaign. In 2014, trainings were held for boys and girls at Cesar Chavez and Oliver Elementary, with a three-year expansion plan to grow into a network of 16 teams.

Sports and Peace Innovation Training - Brazil
In Brazilian slums children face poverty, crime, poor schools and inadequate health care. In anticipation of the 2014 World Cup, PPI-SPIN partnered with the Laureus Sport for Good Foundation to train coaches and coordinators from 8 different organizations that use sport to transform the lives of some of the most underserved youth of Rio de Janeiro. PPI-SPIN worked closely with Instituto Passe de Magica to support a grassroots youth development program that benefits over 780 children through basketball.

PeacePlayers International - South Africa
South Africa continues to be burdened by the impact of HIV/AIDS, unemployment, drug and alcohol abuse, poverty, crime, and strong cultural divides. Since 2001, PPI-SA has served more than 27,000 children from some of the most under-privileged neighborhoods around Durban. In 2014, PPI-SA hosted the 23rd semi-annual City Wide Basketball Tournament, still Durban’s largest youth basketball event. Over 350 kids from the communities of Durban City, Lamontville, Moleni, Umkazi, Waterloo and Wentworth came together to promote ethnic and social integration.
**PeacePlayers International - Northern Ireland**

Despite the existence of a formal peace agreement between Catholics and Protestants since 1998, less than 5% of educational bodies in Northern Ireland are integrated. Since 2003, PPI-NI has worked with over 20,000 Catholic and Protestant children in eight of Northern Ireland’s most disadvantaged communities to help bridge divides through sport. In 2014, PPI-NI launched a new Champions 4 Peace program that is providing veteran participants additional leadership training and the opportunity to plan and implement their own community building initiatives.

**PeacePlayers International - Cyprus**

Since the end of an inter-ethnic war in 1974, Greek and Turkish communities in Cyprus have been physically separated by a UN-administered Green Zone. Since 2006, PPI-CY has engaged schools and clubs from both sides of the island to enable children to play together. In 2013, PPI-CY launched the Lead4Peace initiative to unite Greek-Cypriot and Turkish-Cypriot high school students with young leaders from the basketball community in Norway. This was the first time in nearly 40 years Greek-Cypriot and Turkish-Cypriot children played together outside of Cyprus as a united Cypriot team. In June, 17 PPI-CY players returned to Norway to learn about conflict resolution, coach junior children, and play friendly matches with their Norwegian peers.

**PeacePlayers International - Middle East**

In Israel and Palestine, deep social divides continue to undermine generations of peacemaking efforts. Since 2005, PPI-ME has been promoting peaceful coexistence by bringing youth together through joint peacebuilding and athletic activities. In an effort to increase the number of certified local coaches, PPI-ME recently launched Israel’s first ever bilingual (Arabic and Hebrew) basketball coaches’ certification course for Palestinian and Israeli young adults. In May, PPI-ME’s Under-18 All Star Girls Team made history by winning the Israeli National League Championship for the Southern Division. The team, comprised of Palestinians and Israelis, is the first ever mixed group from Jerusalem to compete in the National League.

**Sport Development Program - Ethiopia**

In the past decade, hundreds of thousands have migrated from rural villages to the capital city of Addis Ababa in search of a better living. This has added to the city’s existing burden of unemployment, poverty, and prostitution, creating an epidemic of children living in the streets. PPI-SPIN partnered with the Worldwide Orphans Foundation (WWO) to implement a needs assessment and training program for Ethiopian coaches. In 2014, PPI and WWO launched a new youth soccer league for over 400 vulnerable children from a network of orphan-serving organizations, providing participants with tangible life skills education and an avenue for integration into society.
14 YEARS DEVELOPING LEADERS

PPI’s programs begin by serving children as young as 6 years old with joint basketball training, peace education and life skills activities. After “graduating” from these core integrated sports programs, outstanding participants take part in a Leadership Development Program where they learn to lead PPI’s programs for younger children. The program combines coach and mentorship training, service learning and a deeper dive into PPI’s curricula. Graduates of the Leadership Development Program are encouraged to continue working with PPI as coaches (examples on the right).

Measuring Our Impact
PPI has completed the first year of a three-year Randomized Control Trial led by New York University Researchers and funded by USAID and the United States Institute of Peace (USIP). Initial data is showing that intergroup attitudes of participants are improving significantly as a result of participation in the program. The longer the participant had been in the program, the greater the improvement in attitudes. To see the latest findings and watch interviews from the researchers, visit: www.nyu.edu/projects/sami/

Duha Amla (Age 19) and Noy Bachar (Age 18)
PPI-Middle East All Stars and LDP Participants
Duha (Palestinian) and Noy (Israeli) are members of PPI’s under-18 girls’ team in Jerusalem that won the Israeli National Championship in May. The team was the first ever mixed Jewish and Palestinian team to compete in the Israeli National League. Duha and Noy have become best friends and are working together to share messages of peace during the current hostilities in Israel and Gaza. Duha recently said, “Though we speak different languages and come from different places, when we get on the court we all speak the language of basketball together, and through that become a family.”

Nasiphi Khafu (Age 24) International Fellow
Former LDP Participant PPI-South Africa
Nasiphi started as a PPI participant in Durban, South Africa. Like many in her village, Nasiphi lost her mother at a young age. Nasiphi overcame these challenges and serves as a role model to hundreds of younger girls. Nasiphi recently began an 18-month Fellowship with PPI in Northern Ireland.

“Sport fed me, it gave me family, it was my escape. I just want to show kids that nothing is impossible. I love investing in people because I look back and see all those that helped me along the way.”

Darryl Petticrew (Age 26) Ulster Rugby
Former Project Coordinator PPI-Northern Ireland
Darryl grew up in the Catholic neighborhood of Ardoyne, notorious for its violent incidents during the Troubles. Darryl joined PPI in 2008, and after 6-years as a coach and Project Coordinator, accepted a position with Ulster Rugby - a Protestant-based organization - to help transform communities in Belfast from the inside-out.

“After one practice, I could see the power of PPI. Even after growing up through years of violence, working together with Protestants has helped me realize that we are all people capable of living together.”

Alexis Georgiou (Age 18) Assistant Coach
Former LDP Participant PPI-Cyprus
When Alexis Georgiou joined PPI, he had never met a Turkish-Cypriot. A graduate of PPI’s Leadership Development Program, Alexis is now an Assistant Coach in his hometown of Latsia.

“As a young person, I would question what the other side thinks of me. School doesn’t really help you with these questions... But through PPI I got over my fears and the stereotypes that we were taught in school. PPI helped me to become friends with [Turkish-Cypriots] without even speaking!”

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