

# UC Irvine

## U.S. Center For Citizen Diplomacy Summit Reports

### Title

Development Assistance Task Force: U.S. Citizens Helping the Poor Lift Themselves Out of Poverty

### Permalink

<https://escholarship.org/uc/item/9qk763ht>

### Author

U.S. Center for Citizen Diplomacy

### Publication Date

2010-11-16

### Copyright Information

This work is made available under the terms of a Creative Commons Attribution License, available at <https://creativecommons.org/licenses/by/4.0/>

Peer reviewed

U.S. CENTER  
FOR  
CITIZEN  
DIPLOMACY

# U.S. SUMMIT & INITIATIVE FOR GLOBAL CITIZEN DIPLOMACY

NOVEMBER 16-19, 2010 | WASHINGTON, DC

## DEVELOPMENT ASSISTANCE

TASK FORCE

U.S. Citizens Helping the Poor  
Lift Themselves Out of Poverty



EVERY CITIZEN A DIPLOMAT



## TASK FORCE PROCESS

The work of the nine Task Forces began in the fall of 2009, each one representing a specific area of international activity and citizen diplomacy. Each Task Force is led by two co-chairs and made up of members selected by the chairs themselves.

These nine groups met periodically throughout the year to determine guidelines for selecting proposals from organizations vying for a top ten best practices slot, the format and content of their presentation at the Summit, and drafting three measurable outcomes that will allow the U.S. Center for Citizen Diplomacy to monitor each Task Force's progress during the ten-year Initiative for Global Citizen Diplomacy – which aims to double the number of American citizens engaging in international activity and address the global challenges of the 21st Century.

The co-chairs were given complete control over the Task Force, including decisions that needed to be made regarding the process to solicit, accept and select the top ten proposals from organizations in their field. (\*Note: If a Task Force member's organization submitted a proposal, that member was removed from the selection process to avoid conflict of interest.) The U.S. Center for Citizen Diplomacy has not and will not receive any compensation, monetary or in-kind, from the organizations or individuals on the Task Forces or organizations or individuals whose proposals were selected for the top ten. The selection of these top ten proposals was solely on merit and is the result of work completed by the individual Task Forces, not the U.S. Center for Citizen Diplomacy.

The top ten list for each Task Force was selected from a pool of applicants that submitted a two-page proposal with the intention of being considered in the top ten. If an organization did not submit a proposal, they were not under consideration for the top ten.

Published in conjunction with the  
U.S. Center for Citizen Diplomacy's U.S. Summit & Initiative for Global Citizen Diplomacy  
November 16–19, 2010, Washington DC.

Materials included in this document are the views of the submitting organization and are meant to serve as a tool for discussion.

Some proposals may be edited for length. Summary content is from original submissions by the organization, and was compiled but the U.S. Center for Citizen Diplomacy.

© November 2010 | U.S. Center for Citizen Diplomacy

Cover:

Richard Webb, ounder of ProWorld Service Corps discusses stove installation with a Peruvian man.

## **TABLE OF CONTENTS**

### **DEVELOPMENT ASSISTANCE TASK FORCE**

- 5 Introduction from Co-chairs
- 6 Task Force Members

### **BEST PRACTICES**

- 7 Three Measurable Outcomes
  
- 8 Amigos de las Americas
- 10 CNFA
- 12 Heifer International
- 14 International Fund for Animal Welfare
- 16 Lutheran World Relief
- 18 National Committee on US-China Relations
- 20 National Peace Corps Association
- 22 Opportunity International
- 24 Plan USA
- 26 World Relief



## Development Assistance Task Force

Development is a strategic and economic imperative for the United States and its citizens. As globalization decreases the boundaries between nations, the impacts of poverty and unsustainable development are felt more widely across the world. Development is not only a moral imperative, but an economic and security one as well. American citizens have come to realize the importance of development assistance. In the last two years, private citizen engagement has increased development assistance by \$50 billion a year. Micro-lending organizations, such as Kiva.org or Opportunity International, combined with texting and on-line initiatives following international disasters have increased the direct access U.S. citizens have to helping individuals and communities around the world. There is greater opportunity now more than ever for U.S. citizens to engage in development assistance globally in ways also promotes citizen diplomacy.

The Development Assistance Task Force has selected 10 organizations from across the U.S. that work towards building a competent global society, achieving food security, and reducing poverty and disease worldwide. These organizations encourage U.S. citizen education, engagement, advocacy, and direct participation in development assistance projects around the world. From voluntary and technical exchanges to domestic-based poverty education programs and advocacy campaigns, these 10 organizations reflect the innovation and opportunity that comes with collaborating across our borders to solve some of the most pressing development issues of our time. From natural disasters to conservation, from youth leadership to agricultural financing, the Development Assistance Task Force is proud to showcase these 10 organizations this year and support them in their endeavor to broaden their efforts.

As the Millennium Development Goals (MDGs) unite the development community around 8 major problems associated with poverty, the Task Force hopes to unite the same community to increase its efforts on citizen diplomacy within their development programming. We have outlined three major objectives to guide us on our strategy to increase citizen diplomacy within the development assistance community over the next ten years. They include increasing engagement on the part of U.S. citizens of all ages, elevating the status of the development assistance community, and showcasing the diversity of ways citizens can become involved in international development assistance.

We are proud to share these successful examples of innovation from the field with you and give you the opportunity to become involved in supporting their efforts. We thank all of the organizations that submitted proposals, as well as, others that continue working against global poverty but cannot be with us today.

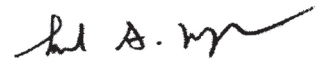
In partnership,



**Henrietta Fore**  
CEO  
Holsman International



**Charles MacCormack**  
President & CEO  
Save the Children



**Samuel A. Worthington**  
President & CEO  
InterAction



## DEVELOPMENT ASSISTANCE TASK FORCE MEMBERS

### CO-CHAIRS

<b>Henrietta Fore, Co-Chair</b>	Chairman & CEO, Holsman International; Former USAID Administrator
<b>Charles MacCormack, Co-Chair</b>	President & CEO, Save the Children
<b>Samuel Worthington, Co-Chair</b>	President & CEO, InterAction

### MEMBERS

<b>Barbara Bush</b>	President, Global Health Corps
<b>Thomas Fox</b>	Chairman of Board, ELMA Philanthropies
<b>Stephen Moseley</b>	President & CEO, Academy of Educational Development
<b>Adam Weinberg</b>	President & CEO, World Learning

### HOST AT SUMMIT

<b>Nadia McConnell</b>	President, U.S. Ukraine Foundation; Member, Board of Directors, U.S. Center for Citizen Diplomacy
------------------------	--

## **DEVELOPMENT ASSISTANCE BEST PRACTICES**

**The Development Assistance Task Force’s measurable outcomes support the Initiative for Global Citizen Diplomacy’s goal of doubling the number of American citizen diplomats in the next 10 years.**

### **OUTCOMES**

Showcase the diversity of ways U.S. citizens can meaningfully engage in development assistance to strengthen the capacity of individual global development assistance organizations.

- Promote programs that collaborate with organizations in the developing world and amplify existing country efforts
- Provide experience stories as told by individual citizen diplomats
- Identify increases in successes as reported in annual reports by global development assistance organizations

Increase youth and adult engagement and private donor assistance in development assistance.

- Format for age specific groups
  - Engage with social media
  - Engage with Diplomats in Residence on U.S. university and college campuses
  - Partner with “celebrity” ambassadors to elevate awareness and attract engagement
- 
- Introduce citizen diplomacy as part of the development assistance community’s approach and elevate the status of international development assistance.
  - Introduce citizen diplomacy as a part of development assistance to the U.S. government and international community
  - Showcase the professionalized nature of the international development community
  - Outreach and showcase “hybrid” organizations

## **Amigos De Las Américas (Amigos)**

Houston, TX | [www.amigoslink.org](http://www.amigoslink.org)

### **GLOBAL CHALLENGE(S) THAT INITIATIVE ADDRESSES**

Preserving the Environment; Reducing Poverty & Disease; Creating a Globally Competent Society; Encouraging Cultural Understanding

## **Amigos De Las Américas (Amigos)**

Amigos de las Américas (AMIGOS) recognizes that our ability to address the challenges of tomorrow depends on the capacities we build in our youth today. Through training and direct exposure to community initiatives, the AMIGOS experience fosters young people's development of leadership skills, ability to work across borders, and understanding of civic responsibility. AMIGOS Volunteers learn to marshal courage in confronting local issues and become global catalysts of change.

### **EXPANDING OPPORTUNITIES FOR YOUTH TO BE GLOBAL DIPLOMATS**

In an increasingly global society, leaders from all corners of the world are needed to engage diverse cultures and communities and transcend boundaries. With 45 years of experience empowering U.S. youth to contribute to community-driven projects in Latin America, AMIGOS is now working to establish a network of globally-minded young leaders from across the Americas by opening the AMIGOS model to Latin American youth. This structural change is generating leaders in Latin America. Thus, AMIGOS work holds more value to our host communities, partner agencies and the societies in which we operate.

### **YOUTH LEADERSHIP**

Each year over 650 AMIGOS participants from the United States undergo extensive training in a network of chapters in 30 cities around the United States before spending the summer months in Latin America. Volunteers live in partnerships of two to three in rural or semi-urban host communities for six to eight weeks, working collaboratively with local youth and partner agencies on health, technology, and environmental projects.

An additional 110 veteran Volunteers are competitively selected each fall to lead AMIGOS programs in Latin America as short-term Project Staff. Project Staff, between the ages of 19-25, receive training and gain skills ranging from team leadership and financial budgeting to supervision and civic engagement. These young people take on an enormous amount of responsibility, using their previous AMIGOS experience and skills they gained through their AMIGOS training to plan and manage programs with local partners. Evaluation data demonstrates that AMIGOS' impact continues to grow in the areas of career choice, global awareness, community involvement, self-confidence, and leadership ability as veteran Volunteers move up the AMIGOS "leadership ladder".

### **GLOBAL CHALLENGES**

The AMIGOS program demonstrates a commitment to four of the seven global challenges: Preserving the Environment, Reducing Poverty and Disease, Creating a Globally Competent Society and Encouraging Cultural Engagement. Ten of AMIGOS' twelve projects in 2010 focus on environmental and health education, which address the global challenges of Preserving the Environment and Reducing Poverty and Disease. US Volunteers partner with local youth to hold interactive workshops/camps at least six hours a week for six to eight weeks. Workshop themes include: reforestation, climate change, clean water, recycling, nutrition, disease prevention (ex. dengue and malaria), and personal hygiene. Additionally, each community works with US Volunteers to submit a grant for a community-level project. AMIGOS provides partial funding for these initiatives, and local youth work with Volunteers to implement local fundraising initiatives such as community dances, theater performances, and sporting events. Active training and engagement of local Latin American youth and US youth in all aspects of AMIGOS programs contribute to Creating a Globally Competent Society. AMIGOS Volunteers spend 6 to 8 weeks living with a host family in Latin America and working daily with community members. This model allows for active involvement in all aspects of community life and full cultural integration and sharing.

**TECHNOLOGICAL INNOVATION** (an example from Nicaragua) One exciting new project utilizing new technologies in 2010 is AMIGOS' youth media project in Boaco, Nicaragua. Through innovative media arts programming, this summer young people from Nicaragua and the United States are creating video, photo, and sound pieces about Children's Rights. AMIGOS has partnered with Plan International in this region for several years. This project will foster critical learning about community history, education, international awareness, health and environment, and cultural traditions through the use of technologies. By partnering US young people with facility in digital media and the use of cameras and computers with Nicaraguan young people situated in rural communities, we encourage cross cultural exchange and digital inclusion. Media education theorists concur that computers and media production hold special potential both for peer-to-peer learning and community interaction and education, especially when knowledge about, and exposure to, new media is unevenly distributed; this is certainly the case between AMIGOS Volunteers and host communities in Boaco. Media projects center around children's rights issues, with participants in each community creating a media piece about a Children's Right each week, including: the right to proper and adequate nutrition, the right to a healthy family and community, the right to a healthy environment, the right to cultural expression, and the right to education. Projects will be produced in small groups and displayed both at the community and regional level. When possible, media projects will be posted online in order to ensure digital inclusion. The possibility for such rich media and artistic expression and peer to peer learning presents opportunities for community histories to be recorded, for youth without access to media and technology to enter into the digital world, and for international youth to use their personal skills and resources to collaboratively build a piece of artwork.

### **PRIMARY OUTCOMES AND PROSPECTS FOR SUSTAINABILITY**

The overarching goals and objectives for all AMIGOS projects are the following:

**GENERAL PROJECT GOAL FOR ALL AMIGOS PROJECTS:** to build leadership and life skills of youth in the Americas through exchange, civic engagement, and collaborative community development

### **GENERAL OBJECTIVES:**

- Increase active youth involvement in communities
- Work with community youth to facilitate educational activities
- Hold workshops with local youth
- Increase knowledge and awareness of cultural, environmental, and health issues
- Facilitate educational activities with children and young people with a focus on culture, health and environmental education, social skills, group leadership, and creative expression
- Work on community projects related to these themes
- Collaborate with community members on Community-Based Initiative (CBI) process

As an organization, AMIGOS seeks to build on and complement the work of our partner agencies to ensure sustainability of our programs. Annually, AMIGOS conducts community-based programs in six or more Latin American countries, in partnership with non-governmental organizations, local government agencies and community members. Some of our organizational partners include Save the Children, Plan International, Junior Achievement, and Ministries of Health and Education.

### **EVALUATION**

Evaluation is an essential tool and core component that directs AMIGOS work. AMIGOS has strong trend data that shows the significant impact the program has on participants from the United States and Latin America. Every year, the organization conducts an experience survey to determine what outcomes the program has on the participating Volunteers and local youth. Additionally, participatory evaluations are carried out annually in the over 250 communities in which AMIGOS works.

For more information please contact:

**Kristin Kaper** | Vice President of Programs | [kkaper@amigoslink.org](mailto:kkaper@amigoslink.org)

## CNFA

Washington, DC | [www.cnfa.org](http://www.cnfa.org)

### **GLOBAL CHALLENGE(S) THAT INITIATIVE ADDRESSES**

Reducing Poverty & Disease; Increasing Respect for Human Rights; Creating a Globally Competent Society; Encouraging Cultural Understanding

### **CNFA Agribusiness Volunteers**

*Citizen Diplomats Reducing Rural Poverty and Increasing Food Security*

CNFA harnesses the power of expert American volunteers to help build rural economies, fight hunger and food insecurity, improve household nutrition and ultimately increase the incomes of smallholder farmers and other rural entrepreneurs. Through the Farmer-to-Farmer Program, funded by the U.S. Agency for International Development, CNFA sends American volunteers to conduct crucial technical assistance assignments in 12 countries throughout Africa, Europe, the Caucasus and Central Asia.

CNFA sends American volunteers to:

Angola / Belarus / Georgia / Kenya / Malaw / Moldova / Mozambique / Tajikistan / Tanzania / Uganda / Ukraine / Uzbekistan

To maximize volunteer impact, CNFA has done extensive analysis to identify key industries and crops in each country with the potential to impact the most people and strengthen the overall economy of the region. CNFA takes a value-chain driven approach, assessing the weak links in the flow of targeted crops from production, through processing, marketing and distribution, and in services that feed into that chain, such as inputs dealers and agricultural lenders. Volunteer host organizations are chosen because of their potential to strengthen these gaps and include producer groups, lending organizations, agribusiness and others. Several volunteers are being provided to each host over the next five years, to intensify CNFA's impact on each organization. Projects cover a wide range of topics, including financial management, marketing, cooperative development, agricultural production, post-harvest and processing technologies, quality standards and rural finance.

At the core of the Farmer-to-Farmer Program is the citizen diplomat. CNFA recruits technical experts from a wide range of fields. The commonality is an interest in being involved in foreign affairs and international development. The "people-to-people" aspect makes it an exceptional program that changes the lives of the beneficiaries as well as the volunteers. While in the field on their assignments, volunteers form personal and professional relationships with program staff, host organizations, and community leaders. In addition to the overall outcomes of improving rural enterprise growth, food security and agricultural development in these countries, the program effects positive perceptions of the American people abroad and increases Americans' understanding, tolerance and appreciation for other cultures, which creates lasting impacts beyond the program's activities.

Just as staff in our local field offices carefully analyze and work with host organizations to ensure the most is made of the assignment, CNFA's volunteer recruitment team in the U.S. strives to find the perfect volunteer to meet the host's needs. CNFA has been successfully implementing FTF programs since 1992 and has developed an effective management model from recruitment of agricultural experts in the US to successfully hosting volunteers in country. Through universities, professional associations, referrals and targeted industry searches, CNFA has assembled a pool of more than 4,000 qualified and dedicated volunteer experts. At CNFA, we often tap the same volunteers for multiple assignments, which tends to increase the effectiveness of the program over time.

### **VOLUNTEERS SUPPORT LOCAL FOOD SECURITY NEEDS AND CONTRIBUTE TO RURAL POVERTY**

**ALLEVIATION** CNFA volunteers support CNFA's vision that empowering people economically provides the tools and confidence needed to improve their lives. The technical assistance volunteers deliver is crucial to the development of

the rural enterprises they visit, and instrumental in increasing agricultural efficiency and productivity, which improves incomes, nutrition and food security. For instance, in Kenya and Uganda, CNFA is working with local firms to increase production of healthy oils, high-Vitamin A, and high-protein products like soybeans and groundnuts. Volunteers have visited these companies and provided a wide variety of services, from production and processing to marketing and branding (see inset story, right). CNFA volunteers also work with local smallholder farmers to increase production yields and processing efficiency, which results in more and better food on the table, and provides higher overall incomes in agriculture and other rural off-farm activities, which are a major source of money for the majority of the world's population. In Belarus, CNFA volunteers helped introduce no-till farming to a local cooperative, which more than doubled their yields in just one season. While on assignments, CNFA volunteers often have the opportunity to meet with high-ranking local officials and decision-makers, which expands their impact and builds further goodwill within the host countries.

### **PROMOTING RESPONSIBLE ENVIRONMENTAL STEWARDSHIP**

CNFA's volunteers teach methods that balance increased agricultural productivity and production with improved conservation and sustainable use of environmental and natural resources. Volunteers work with local enterprises to teach water conservation and management, integrated pest management and safe use and handling of crop protection products. For instance, CNFA sent a volunteer to a farm service center in the Republic of Georgia to train staff on proper soil testing, knowledge they will use to train local farmers on safe use of pesticides and fertilizers.

### **PROVEN SUCCESS: FARMER-TO-FARMER IMPACT**

CNFA's Farmer-to-Farmer programs, which are funded by the U.S. Agency for International Development, have been extremely successful in reducing rural poverty and improving the lives and livelihoods of local entrepreneurs. In 2009, CNFA volunteers worked with 70 hosts and impacted more than 1.1 million people. Between 2008 and 2013, CNFA will send more than 1,000 volunteers through Farmer-to-Farmer to work with over 300 hosts.

There is tremendous impact on the volunteers as well. Program surveys indicate that our volunteers are universally positive about the experience and often stay in close touch with their hosts, offering further advice and support. They are even a key recruiting tool, telling their stories to friends and colleagues, who then contact CNFA to begin the process themselves. Volunteers also often give public presentations and contact their local media to tout the experience.

### **LEVERAGING FARMER-TO-FARMER SUCCESS**

When appropriate, CNFA's agribusiness volunteers have also provided key support on other related programs, bringing their technical expertise and can-do attitudes to address program needs. Based on the success of our work with the Farmer-to-Farmer Program, CNFA is seeking to expand its agribusiness volunteer program to new regions and to address specific short-term needs, and even to introduce longer-term assignments.

### **SUCCESS STORY: FTF VOLUNTEERS HELP KENYAN OIL PROCESSOR INCREASE PRODUCTION & PROFITS**

When Samuel Gathumbi saw a market for locally produced sunflower seed oil, he seized it and opened Mitunguu Millers in his town in eastern Kenya. Though he is a trained agronomist and CNFA-certified agrodealer, he didn't have a food technology background. He approached CNFA's Farmer-to-Farmer Program for technical assistance in branding, marketing, processing, and post-harvest training for the farmers who provide the raw materials for the mill. After visits from three volunteers, Mitunguu is well on its way to success with a new, more attractive label and a 27 percent increase in oil capture. Mitunguu is expected to more than double revenues in one season and then double again the following season. Samuel is not the only one to benefit from Farmer-to-Farmer—training to 60 nearby smallholder producers will provide Mitunguu with better inputs and provide the farmers themselves with higher incomes.

For more information please contact:

**Martha James** | Director of Communications & Marketing | [info@cnfa.org](mailto:info@cnfa.org)

## Heifer International, Education Department

Little Rock, AR | [www.heifer.org](http://www.heifer.org)

### GLOBAL CHALLENGE(S) THAT INITIATIVE ADDRESSES

Preserving the Environment; Reducing Poverty & Disease; Creating a Globally Competent Society; Encouraging Cultural Understanding; Achieving Food Security

### Heifer International Education

Heifer International is a nonprofit organization based in Little Rock, Arkansas, dedicated to relieving global hunger and poverty. Heifer provides education in sustainable agriculture along with gifts of livestock and plants to financially disadvantaged families around the world. Heifer International also works with communities that may not be familiar with hunger or poverty to build a deeper understanding of the underlying causes of poverty and to enlist partnerships in the fight to end it.

- Heifer Education trains program participants to be global citizens who will take action to meet the global challenges of Reducing Poverty and Disease, Preserving the Environment, and Achieving Food Security
- Heifer has a unique and inclusive approach to global education
- Everyone in the U.S. is capable of becoming a global citizen through Heifer's programs

### HEIFER INTERNATIONAL EDUCATION PROGRAMS

The Heifer education continuum is a unique and inclusive approach to global education that allows participants to develop an understanding of the complex causes of and sustainable solutions to hunger and poverty, and to learn how to evaluate the consequences of their actions. This new knowledge creates a foundation for participants to learn more about other people around the world and issues affecting the poor, hungry and disenfranchised. As a result, participants become more informed global citizens and learn to "Pass on the Gifts" of knowledge, skills and resources. The current annual budget for Heifer's education programs is approximately \$8m for approximately 400,000 annual participants.

### EDUCATION PROGRAMS

Heifer Learning Centers in Arkansas, Massachusetts and California, provide more than 60,000 annual visitors an experiential opportunity to learn about global issues, sustainable agriculture and Heifer's work with communities around the world. Heifer's Learning Centers, or "living classrooms," offer tours, immersion experiences in the Global Village, single and multi-day educational programs, and service-learning opportunities.

Heifer's School Programs provide resources for teachers to use with their students in educating about issues related to global hunger, poverty, and environmental degradation. The school programs focus on the relationships between the students and the world around them with emphasis on the interactions and interdependence between animals, people, and the environment, and include service-learning components. In addition to resource kits that can be sent by regular mail, the School Programs materials are also available online to be downloaded for free.

Heifer University offers adult participants opportunities to better understand global issues related to world hunger, to explore sustainable solutions and to develop the skills and self-confidence that empowers them to "Pass on the Gift" of Heifer's mission and programs to others. Study Tours provide opportunities for adults to learn first-hand about Heifer's work. Participants visit communities in the field and observe Heifer's model of sustainable development in action.

## **EDUCATIONAL IMPACT**

All of the Heifer Education programs are designed and delivered with the intent of causing participants to take social action. Heifer's Organization Wide Goal 3 states, "By FY2012, as a result of participating in Heifer's education programs, 1 – 1.5 million people will have taken social action in support of Heifer's mission."

In 2009, an annual online survey and phone interview tool was launched to capture the percentage of education participants who take social action as a direct result of their participation in a Heifer Education program. Heifer tracks social action as defined by categories of behavior including: Caring for the Earth; Being a Responsible Consumer; Encouraging Others to Change Behavior; Encouraging Others to Advocate for Social Change; Volunteering; and Making a Financial Donation. The report results indicated that Heifer's education participants exceeded the initial baseline projections with 92% of individual participants reporting taking social action as a result of their educational experience at Heifer. Additionally, Heifer International recently contracted Western Michigan University to conduct an impact evaluation on the long-term effects of Heifer's education programs, and results will be available by autumn 2010.

The George Lucas Educational Foundation EDUTOPIA was so impressed with the Heifer Education approach through its Global Village programs that an entire overnight experience was filmed. The video is now posted on the EDUTOPIA website and the experience is relived by thousands of students and educators as it continues to be watched. As the impact multiplies, and as EDUTOPIA "Passes on the Gift", Heifer's reach grows exponentially. People feel the impact of the original experience and become Global Citizen Diplomats as a result.

Another example of Heifer's education program impact is the Heifer Theater Project: "Art for Social Change". The high school program so transformed the students who attended that the group established its own "alumni association" and one young student's writings were broadcasted on National Public Radio.

## **EDUCATIONAL REACH**

To expand the reach of Heifer Education and to engage more global citizen diplomats, several partnership models are being used. With the success of school programs, the Heifer Education is implementing versions of the school curriculum in several test locations around the world, including Hong Kong, Poland and Lithuania. Moreover, Heifer Global Village site partners in Michigan and the Washington, D.C. metropolitan area are expanding the opportunities for global citizen engagement. Heifer International has also developed an entirely portable Heifer U program as well as curricular partnerships with universities like Virginia Tech, the University of Alaska-Anchorage, and Hendrix College. Currently, Heifer International is working with over 30 colleges and universities throughout the United States. Other examples of partner organizations include the National Education Association, the Northwest Earth Institute, Green Mountain Coffee, and the U.S. Embassy in Warsaw, Poland.

To ensure educational access for all populations, Heifer International offers scholarships for communities and public schools in limited resource areas. Other opportunities for diverse populations include direct outreach through Heifer's local food system education programs, free community events such as the Heifer "Cultural Connections" program, and hands-on activities for children and families like the distribution of plants to encourage backyard gardening.

Heifer International's unique approach to global education allows participants to connect to their own communities as well as to the global community, preparing them to be more effective and active global citizens.

For more information please contact:

**Deborah Keene** | Vice President Of Education | [Deborah.keene@heifer.org](mailto:Deborah.keene@heifer.org)



# International Fund for Animal Welfare

Yarmouthport, MA | [www.wr.org](http://www.wr.org)

## GLOBAL CHALLENGE(S) THAT INITIATIVE ADDRESSES

Preserving the Environment; Reducing Poverty and Disease; Creating a Globally Competent Society

### Asian Elephant Project - China

The International Fund for Animal Welfare (IFAW), headquartered in Yarmouthport, Massachusetts, has been working around the globe to achieve lasting solutions to pressing animal welfare and conservation challenges—solutions that benefit both animals and people.

Grace Ge Gabriel, a naturalized US citizen and Asia Regional Director for IFAW, developed and implemented an innovative project to help alleviate human-elephant conflict and motivate local community engagement in biodiversity conservation, in her native country—China. To preserve the habitat for China's last Asian elephants, since 1999, Grace has conducted groundbreaking work integrating development models into wildlife conservation. Utilizing micro credit lending, IFAW's Asian Elephant Protection project established alternative income streams to replace those that compete with elephants for land use; built local capacity in farming techniques and financial management; and raised awareness about elephant protection and encourage harmonious co-existence with wildlife.

The project's overall conservation impact is to motivate local communities to share space with elephants and to develop elephant-friendly habitat management policies, leading to increased protection of the last remaining Asian elephants in China. Historically widely found throughout the country, today China's elephants, numbered around 195-300, live only in the southwest province of Yunnan. This project protects the elephants that live in this region – the very last wild elephants in China – with a combination of research, education and economic development initiatives.

In the late 1990s, conflicts between farmers and elephants in the Yunnan province of China were escalating – largely because suitable habitat for wildlife was decreasing as a result of deforestation, excessive hunting, human population growth, and agricultural encroachment on forest land. IFAW's project focused on community development and education to actively alleviate human-elephant conflict (HEC), as well as reduce demand on elephant habitat by humans.

IFAW and the Simao Forestry Bureau provided small “micro-credit” loans to farmers to develop alternative income generating schemes that do not compete with elephants for habitat. The participating families (370 families between 2000 and 2004) formed voluntary loan groups. Each group (comprised of 8+ families) evaluates credit eligibility for its members, decides loan amount and monitors payment, in a democratic and transparent manner. IFAW also provided training opportunities in farming and accounting techniques to facilitate the management of these loans. Other initiatives included elephant habitat and ecological corridors research. A public education component to the conservation program provided the villagers with training in safety measures, animal protection and elephant habitat conservation. IFAW also established “Green Libraries” in villages, stocked with reference materials on farming techniques and biodiversity conservation. Education and awareness raising events were conducted both in schools in the area and combined with local traditional festivals. The project established a bond among villagers, local government agencies and IFAW, and instilled a sense of pride in the local community as to their role as stewards of the land where the last remaining wild elephants live in China.

With the micro credit loans, many families set up alternative income generating ventures, including growing flowers, tea and vegetables, raising ducks and transporting fresh produce into urban cities, thus reducing reliance on traditional crops that attract elephants. The micro credit loan groups maintained a 99% return rate, which ensured the sustainability of the credit-lending scheme at the heart of the project in Simao.

Encouraged by the impact of the project, local Simao prefecture officials voluntarily allocated matching funds to support the expansion of micro credit loans into more villages. Simao Prefecture government extended the length of a hunting ban and enlarged the size of a protected area.

The villagers credit elephants and IFAW for their increased prosperity and capacity. They actively participated in project-led activities to restore elephant habitat, such as digging salt ponds and planting trees. In addition to gaining wildlife conservation awareness, local villagers also gained confidence in their own land and finance management skills. This led directly to the village resisting the selling off of their land and trees to developers, thus protecting a critical elephant migration corridor.

Based on the enormous success in Simao, IFAW expanded its conservation program to Xishuangbanna in 2003. This phase of the project includes conducting scientific research on elephant population and habitat utilization; establishing an elephant monitoring network; supporting anti poaching patrols and cross border regional collaboration to combat wildlife crime; and expanding education and awareness raising events into more remote villages.

Based on the thorough evaluation of the project over the past ten years, IFAW is extending the Asian Elephant Protection project into both Simao (now called Pu'er) and Xishuangbanna, beginning in 2009. This phase of the project incorporates scientific research, environmental education and the establishment of models of human-elephant conflict (HEC) mitigation to provide secure habitats for Asian elephants in Yunnan.

This phase aims to enhance integration of the previous phases' research results, knowledge and experience into government policies to alleviate HEC, to establish non-elephant-competitive income streams and to incorporate elephant protection and habitat conservation education into local communities through existing awareness raising initiatives in schools, communities and the tourism industry.

IFAW's Asian Elephant Protection project has leveraged funding from foundations, individual donors and the government agencies in the US. The project received two grants (2001 and 2010 respectively) from the Asian Elephant Conservation Fund administered by the US Fish and Wildlife Service.

IFAW's Asian Elephant Protection project lead by Grace Ge Gabriel was recently featured in a TV documentary, "China's Last Elephants", aired on May 9<sup>th</sup>, 2010 in the US on the Animal Planet channel as part of the Mutual of Omaha's "Wild Kingdom" series.

Total cost to date over \$500,000. Further sponsorship and support is being sought.

For more information please contact:

**Grace Ge Gabriel** | Asia Regional Director | [ggabriel@ifaw.org](mailto:ggabriel@ifaw.org)

## **Lutheran World Relief**

Baltimore, MD | [www.lwr.org](http://www.lwr.org)

### **GLOBAL CHALLENGE(S) THAT INITIATIVE ADDRESSES**

Increasing Respect for Human Rights; Encouraging Cultural Understanding

## **Remember Me: Voices of the Silenced in Colombia**

### **BACKGROUND STORY**

Colombia's 60-year conflict has killed 70,000 people and displaced nearly four million others, making it the worst chronic humanitarian crisis in the Western Hemisphere. Talk to the people of Colombia and you will be hard pressed to find a family who cannot tell of how conflict has affected their lives, and yet few in the U.S. know the details of the humanitarian crisis.

And the violence persists. In recent years, Colombian soldiers have allegedly murdered over 1,000 innocent people and thousands of others continue to endure violation of their human rights at the hands of paramilitary and guerilla forces. By and large these stories go untold. Truth is silenced with fear and deadly oppression. But to achieve peace the voices of victims must be heard.

Remember Me: Voices of the Silenced in Colombia is an exhibit of original art created and inspired by victims of this decades-long conflict. The gallery's foundation consists of testimonies from individual victims and entire communities affected by violence in San Onofre, Sucre, and the province of Putumayo—principally from the areas of La Hormiga and San Miguel. Several Lutheran World Relief partner organizations from Colombia worked to construct the gallery: Asociación MINGA, Fundación Manuel Cepeda, Agenda Caribe and Entrópico Theatre group. Accompanied by LWR, these organizations spent years with these communities working to record their testimonies, promote healing and advocate for justice.

Preview the art at <http://remember.lwr.org/preview>.

### **REMEMBER ME IN THE UNITED STATES**

LWR launched what will be a three-year tour of Remember Me on April 18, 2010 in the upper-Midwest of the United States. At each showing of the gallery, U.S. citizens are invited to experience these previously silenced stories through sight, touch, and sound, and they are invited to respond by advocating for specific shifts in US-policy towards Colombia. LWR currently has a postcard campaign directed at Secretary of State Hillary Clinton: the campaign calls for increased humanitarian aid for displaced Colombians, improved alternative development programming for farmers, increased support for human rights programming, and diplomatic support for a negotiated end to Colombia's conflict. Some of the host locations have reached out to their members of Congress concerning US-policy towards Colombia as well. For the grand opening in Minneapolis, MN, LWR invited two women from Colombia with personal connections to the art to speak, Sandra Agamez and Marcela Ceballos. Sandra's father, Carmelo Agamez, is featured in one of the pieces of art. She was able to share his story not only with the audience of over 200 people, but also in meetings with the offices of Minnesota members of Congress. Sandra remarked after her meetings with congressional staff and with people at the grand opening of the exhibit that she felt heard more by the people of the United States than she did by her own government. You can read about Sandra's meetings with members of Congress on our blog (<http://blog.lwr.org/2010/04/wife-needs-him-daughter-needs-him-but.html>).

To date 1,000 people have viewed the gallery in six cities and nearly 500 postcards have been sent to Secretary of State Clinton. Local media has covered the gallery and in a handful of cities, Colombian refugees have had the opportunity to speak at gallery showings to share their experience with violence in Colombia. Below is an outline of gallery showings for 2010.

- Central Lutheran Church, Minneapolis, MN
- Southeastern Minnesota Synod (ELCA) Assembly, Rochester, MN
- Augustana College, Sioux Falls, SD
- First Lutheran Church, Sioux Falls, SD
- St. Mark's Lutheran Church, Sioux Falls, SD
- South Dakota Synod Assembly (ELCA), Rapid City, SD
- Our Savior's Lutheran Church, Sioux Falls, SD
- Annual Meeting of Central Plains Mennonite Conference, Mountain Lake, MN
- Our Savior's Lutheran Church, Moorhead, MN
- Gethsemane Lutheran Church, Hopkins, MN
- Peace United Church of Christ, Duluth, MN
- University of Wisconsin-Superior, Superior, WI
- All Saints Lutheran Church, Minnetonka, MN
- Holy Trinity Lutheran Church, Minneapolis, MN
- University of Minnesota-Duluth, Duluth, MN
- First Lutheran Church, Duluth, MN
- Unity Evangelical Lutheran Church, Milwaukee, WI
- St. Luke's Lutheran Church, Waukesha, WI
- Lutheran Campus Center at University of Wisconsin-Madison, Madison, WI
- Sheridan Lutheran Church, Lincoln, NE
- St. Olaf College, Northfield, MN
- Gustavus Adolphus College, St. Peter, MN

After March 2011, LWR is developing plans to send Remember Me to strategic locations on the east and west coasts.

Through Remember Me, LWR is aiming both to impact US-Colombia policy and to get new people involved in advocacy. In order to monitor progress, LWR tracks the estimated number of guests at each showing, the number of postcards sent, and the number of new names added to our advocacy list. We track media mentions, and we've used Facebook ([www.facebook.com/luthworldrelief](http://www.facebook.com/luthworldrelief)), Twitter ([www.twitter.com/luthworldrelief](http://www.twitter.com/luthworldrelief)), and our blog (<http://blog.lwr.org>) to amplify our outreach. Our hope is that these stories provide an entry point for our U.S. constituents to take action on Colombia now and even more so on international advocacy in the future.

For more information please contact:

**Annalise Romoser** | Director of Public Policy and Advocacy | [aromoser@lwr.org](mailto:aromoser@lwr.org)

# **National Committee on United States-China Relations (NCUSCR)**

New York, NY | [www.peacecorpsconnect.org](http://www.peacecorpsconnect.org)

## **GLOBAL CHALLENGE(S) THAT INITIATIVE ADDRESSES**

Preserving the Environment; Reducing Poverty & Disease; Creating a Globally Competent Society; Encouraging Cultural Understanding

## **Environmental Sustainability in Post-Disaster Reconstruction**

### **AN EXCHANGE BETWEEN SICHUAN, CHINA AND THE GULF COAST OF THE UNITED STATES**

Natural disasters can cause extreme devastation in terms of loss of life and property, but can also provide opportunities for local governments and NGOs to take on new roles and to rebuild in more sustainable ways. The National Committee on United States-China Relations, in partnership with the Institute for Sustainable Communities and with funding from the State Department's Bureau of Educational and Cultural Affairs, is sponsoring an exchange of emerging leaders from earthquake affected areas of Sichuan, China and post-Katrina areas of the American Gulf Coast designed to provide a forum for exchanging ideas about long-term post-disaster recovery.

The program is specifically designed to engage young NGO or local government leaders or people with the potential to become leaders. Participants have responsibilities for, or interest in, environmental protection, public participation or developing professional networks that will be useful for their future work.

The first part of the program took place in April and May 2010, when an eight member delegation of emerging leaders from local governments and NGOs working in the earthquake-affected areas of Sichuan visited the United States for a two-week study visit. The program began with two days in Washington, DC during which the group met with federal government agencies and larger NGOs active in long-term recovery efforts and concluded with two days in San Francisco where the delegation members met with organizations formed in the wake of the 1989 Loma Prieta earthquake to better understand how they had adapted to continue serving their communities 20 years later. The bulk of their time was spent on the Gulf Coast in New Orleans and Mississippi (Gulfport, Biloxi, and Moss Point) where the Chinese delegation met with smaller NGOs and local government officials to discuss integrating environmental sustainability into long-term disaster recovery, the work of NGOs in the recovery process, collaboration between government and civil society, management methods for NGOs, integration of economic and environmental goals, and useful government policies. Particular attention was paid to building the capacity of grassroots NGOs and local government agencies that have the potential to play pivotal roles in environmentally sustainable reconstruction. The delegation also took time to plant trees in a low-income community on the Gulf Coast and to engage with new friends and colleagues in informal social settings.

The Chinese delegation was assembled in collaboration with Chinese and American partner organizations with the intent of giving participants the opportunity to learn from one another and from the many diverse Americans with whom they met on their visit. With this goal in mind, a unique aspect of this delegation was that it included participants from NGOs and local governments, in order to facilitate an exchange of ideas about NGO-government collaboration.

As a result of the study visit, delegation members gained knowledge of new models for their own work, including models of collaboration between civil society groups and government and academia, as well as information about managing an NGO such as fundraising and volunteer management. Delegation members also had meaningful exchanges with each other, particularly on the respective responsibilities and pressures of local government and NGOs. The Chinese participants are currently staying in touch through frequent email exchanges, including sharing notes from the trip. The media in both the United States and China has shown an interest in the program with several articles in various periodicals and a spot on the local TV news in Mississippi. The Chinese delegation members will actively participate in planning the visit of the American delegation to China.

In the fall eight American NGO leaders and government officials from the Gulf Coast (as of this writing yet to be selected) will participate in a return trip to China during which they will meet with government officials and representatives of NGOs to better understand the long-term rebuilding process after the May 12, 2008 Sichuan earthquake, with a particular focus on environmental sustainability. Their trip will begin in Guangzhou, with an introduction to the Sichuan earthquake and the social, political, economic, and cultural context for the work of China's civil society groups. The American delegation will spend the majority of its time in Chengdu and nearby rural locations meeting with representatives from local NGOs, government officials and residents to learn more about the long-term rebuilding process and the integration of environmental priorities into this process. The program in Sichuan will conclude with a two-day conference attended by all the American and Chinese program participants with the goal of sharing best practices in post-natural disaster rebuilding.

Current funding supports the two-way exchange outlined above. Future funding could build on connections made through this program to support further collaboration between NGOs and local governments in the United States and China with a focus on environmental protection. Greater collaboration on environmental issues is an important growth area for U.S.-China relations that can build confidence between our two countries and allow for enhanced cooperation on other issues.

For more information please contact:

**Dan Murphy** | Program Officer | [dmurphy@ncuscr.org](mailto:dmurphy@ncuscr.org)

# National Peace Corps Association (NPCA)

Washington, DC | [www.peacecorpsconnect.org](http://www.peacecorpsconnect.org)

## GLOBAL CHALLENGE(S) THAT INITIATIVE ADDRESSES

Achieving Food Security

### Africa Rural Connect – Program Summary

Africa Rural Connect (ARC) aims to support the US Center for Citizen Diplomacy goal to achieve food security by enabling those who have lived or worked in Africa to collaborate and generate ideas that will improve the livelihoods of farmers. ARC offers the rare opportunity to join a web-based virtual community where food insecurity solutions are offered and evaluated by those who have a variety of levels of experience and comprehend farmers' challenges best. On the site, facts about agricultural development issues in Sub-Saharan countries are raised, shared and discussed in a multimedia format of images and sound as well as text.

ARC is a program of the National Peace Corps Association (NPCA) that began with a grant from the Bill & Melinda Gates Foundation. The development community wants to concretely understand the needs of rural farmers and how stakeholders can help and have one central location where this information can be shared, discussed, and Africa Rural Connect is the place to do this.

## EXPANDING THE ROLE OF THE US CITIZEN

ARC offers some access to rural farmers by offering the next best thing – access to those who are one connection away from a rural farmer. It gives the power of idea creation to those who have lived in Africa, including Returned Peace Corps Volunteers, concerned US citizens, and the African Diaspora living in the United States and elsewhere, offering them a chance to inform international and multi-lateral organizations on best practices for their policies and resources allocation.

The special role that Peace Corps volunteers and other diplomats play in American foreign policy can be leveraged through Africa Rural Connect. After Peace Corps Volunteers complete their two years of service abroad, they can continue contributing the knowledge gained overseas by engaging in the Africa Rural Connect community. Currently, more participants on the ARC website are living in the United States than any of the other 130 countries that are represented.

Once the website is expanded, development agencies, governments, and foundations will have more direct access to suggestions posted on the site. These agencies can in turn act by providing the resources needed to implement the ideas for the people most affected. Further expansion of the site also means customizing the Africa Rural Connect technology platform to fit any continent or development sector. We aspire to expand this site to include additional continents, eventually encompassing all of the 130 countries in which Peace Corps volunteers have served.

## TECHNOLOGY AND ACCESSIBILITY

The Africa Rural Connect community is free and Internet-based, therefore open and accessible to anyone in the world. It was built on Wegora using a brand new innovative open-source Drupal technology platform where users can post, share and “remix” messages about post-harvest losses, communication, water issues, and agribusiness, amongst others. Africa Rural Connect is the only idea-generation site on the Internet that allows the remixing of posts so that ideas can be adapted and improved upon for different project situations.

In order to get more youth involved on the site and posting ideas, we reached out to educational institutions across the US and Africa so that students can take an active role in the site.

## **PARTNERS**

In the summer of 2010, we partnered with the World Policy Journal to host a special essay contest and expand the global reach of ARC to those interested in foreign policy. Academics, youth, and anyone else who is interested in international issues are asked to submit an essay describing a unique initiative that African governments, private organizations, or individuals in the international community can implement to improve food security in rural Africa.

The essay contest judges are: Dr. Hans Herren, recipient of the 1995 World Food Prize and president and CEO of Millennium Institute USA; Ferial Haffajee, editor-in-chief of City Press, South Africa's leading national Sunday newspaper; David A. Andelman, editor of World Policy Journal and a former New York Times and CBS News correspondent; Emmy Simmons, former assistant administrator for the U.S. Agency for International Development and independent consultant; and Roger Thurow, former foreign correspondent with the Wall Street Journal and senior fellow on global agriculture and food policy with the Chicago Council on Global Affairs. Through this partnership, we have gained a readership and exposure with people interested in combating food insecurity.

## **PROGRAM SUSTAINABILITY**

Sustainability and growth opportunities include, first, adding a mobile technology element to it such that those with less computer internet access can text and read messages using their mobile phones. By utilizing the current broadband system, we seek to enlarge the connections that farmers and Diaspora have with each other. Second, we want to customize the Africa Rural Connect site for other US Center for Citizen Diplomacy sectors, such as those aimed at improving health and encouraging further collaboration among informed citizens.

We also offer a chance to advertise on the website and to reach a population of users that are interested in development in Africa and food security as a whole. The National Peace Corps Association has contacts on every continent that include serving and returned Peace Corps volunteers. By using this audience as a base for connecting with farmers and Diaspora, the National Peace Corps Association is steps ahead of other on-the-ground agencies in getting information from those closest to a problem or solution.

## **PRIMARY OUTCOMES AND MEASURING IMPACT**

Within ten months of its June 2009 launch, over 12,000 people had created profiles and over 800 proposals and work plans had been posted on the ARC site. As broadband continues to reach across the African continent, Africa Rural Connect will be the place where farmers go for information on what the business of their fellow farmers and also to share information with those who can fund or provide resources for projects.

During this program's pilot phase, we awarded close to \$50,000 in prizes to ideas that were judged to be the best by the Africa Rural Connect community and a panel of judges. Based on responses that we received from the winners, the impact winning had on their project was global. Nearly all of the winners gained partnership opportunities with other organizations because of the publicity they received by winning. The grand prizewinner, Jacky Foo, built a rabbit-farming operation in a village in Northern Kenya after he received the prize money.

With further support, NPCA aims to engage at least 100,000 participants and generate at least 2,500 ideas or proposed solutions to the practical problems of the rural poor, focusing specifically on the needs of women farmers as they constitute the largest proportion of subsistence farming.

By partnering with other international organizations with citizens on the ground, we will be able to measure the project implementation impact. Ideas posted on the site can be scaled and we will work with agencies and organizations to build off of the ideas coming from concerned citizens and farmers.

For more information please contact:

**Molly Mattesich** | Manager of Online Initiatives | [molly@peacecorpsconnect.org](mailto:molly@peacecorpsconnect.org)



## Opportunity International

Oakbrook, IL | [www.opportunity.org](http://www.opportunity.org)

### GLOBAL CHALLENGE(S) THAT INITIATIVE ADDRESSES

Reducing Poverty & Disease; Creating a Globally Competent Society; Encouraging Cultural Understanding; Securing U.S. & Global Financial Security

### The Two Dollar College Challenge

The Two Dollar College Challenge: College students pledge to live on \$2 a day for a week and make a sustainable impact on global poverty.

### A PARTNERSHIP OF TWO DOLLAR CHALLENGE AND OPPORTUNITY INTERNATIONAL

Two Dollar Challenge (TDC) is an organization based out of the University of Mary Washington (UMW) in Fredericksburg, Virginia started by economics professor, Dr. Shawn Humphrey.

During the fall semester of 2006, Dr. Humphrey gave UMW students in his “Principles of Macroeconomics” class a unique challenge: live on \$2 a day for a week. In the spring of 2007, that challenge became the “Living on \$2 a day” project for his Economic Development class. Today, Two Dollar Challenge is a growing, grassroots educational organization which helps students understand how much of the world’s population, 2.5 billion people, live on under \$2 a day.

The pilot program ran in the spring of 2010 with Opportunity International and Two Dollar Challenge. The pilot saw traditional four-year colleges as well as community colleges take on The Challenge week. Five campuses, both domestic and international raised thousands of dollars, and they began to understand how much of the of the world’s population lives.

Opportunity International is a 501(C)(3) microfinance organization that provides small business loans, savings, insurance, and training to more than two million people working their way out of poverty in the developing world. Clients in more than 25 countries use these financial services to start or expand a small business, a school, or farm to provide for their families, create jobs for their neighbors and build a safety net for the future.

*“Opportunity International is one of the most capable and innovative organizations working to expand access to basic banking and insurance worldwide”–*

Sylvia Mathews Burwell, President Global Development, Bill and Linda Gates Foundation

Opportunity International serves all people regardless of race, religion, ethnicity or gender.

### THE TWO DOLLAR COLLEGE CHALLENGE

College students pledge to live on \$2 a day for a week and make a sustainable impact on global poverty.

### THE PROGRAM

During a week-long challenge, students at participating colleges and universities who accept The Challenge pledge to limit their spending to \$2 a day, which must buy all food, hygiene products, and any other “luxuries” they desire. They also follow other rules designed to simulate the obstacles faced by those in poverty. This event will raise awareness of global poverty and microfinance, as well as funds for Opportunity International’s microfinance programs.

The Two Dollar Challenge organization and Opportunity International provide all of the materials colleges need to promote and create the Two Dollar College Challenge event on campus, and provides these materials directly from their website. Students at some schools go all out, creating a “shanty town” on the quad to emulate the living conditions of people living in poverty and to call attention to the cause. Others provide lectures on global poverty and sustainable solutions—like microfinance. Some create all-campus fundraising events. Students who complete the week-long challenge experience a visceral understanding of poverty that goes beyond anything they can learn in a classroom.

After completing the challenge, students can donate the money they saved living on \$2 a day toward the loan of a global entrepreneur on Opportunity International’s peer-to-peer website [optINnow.org](http://optINnow.org). When the entrepreneur completes their loan cycle, the students will receive a report and see the real-life impact that microfinance—and their donation—has on the life of someone striving to work their way out of poverty.

### **THE GOAL**

To sign up 50 colleges in 2011, 100 colleges in 2012, and 200 colleges in 2013. Each college is given a fundraising target of \$2000 per school.

Looking for a national college association, national student government organization, or national service fraternity that could promote this program nationally to colleges and universities.

For more information please contact:

**Ruth-Anne Renaud** | Vice President for Women Philanthropy and Interactive Marketing  
[RARenaud@Opportunity.org](mailto:RARenaud@Opportunity.org)

## Plan USA

Warwick, RI | [www.planusa.org](http://www.planusa.org)

### **GLOBAL CHALLENGE(S) THAT INITIATIVE ADDRESSES**

Reducing Poverty & Disease; Increasing Respect for Human Rights; Creating a Globally Competent Society; Encouraging Cultural Understanding

### **YUGA Leadership Camp:**

#### **Developing United States Youth as Proactive Global Citizens**

Founded over 70 years ago, Plan International is one of the oldest and largest international development agencies in the world. Plan organizations work in 48 developing countries, with fundraising support from 21 countries worldwide. Plan's mission is to achieve lasting improvements in the quality of life of deprived children in developing countries by:

- Enabling deprived children, their families and their communities to meet basic needs;
- Promoting the rights and interests of the world's children; and
- Fostering relationships to increase understanding and unity among peoples of different cultures and countries.<sup>1</sup>

With a Child-Centered Community Development approach, Plan organizations worldwide promote the empowerment and inclusion of children's voices, helping children and young people to take an active role in improving their lives and those of their families and communities. Plan USA is unique among development agencies with similar missions in that we "walk the talk" here in the United States, engaging American youth and empowering their voices to develop active global citizens who are contributing solutions to the world's most pressing challenges.

Plan USA's Youth Engagement and Action program builds and strengthens youth-led grassroots efforts to identify, raise awareness of, and take action on issues that affect children and youth around the world. The programming includes School to School Linkages (connecting children with peers in developing countries), Youth United for Global Action and Awareness (YUGA) youth groups and youth action campaigns, and an annual intensive weeklong YUGA Leadership Camp. According to Plan USA's external research, U.S. young people are concerned about global issues like conflict, lack of education, the disenfranchisement of women and girls, and poverty. At least 80% believe they can make a difference by volunteering or raising money, and 20% want to help address the underlying causes of poverty by raising awareness, or advocating for changes in law and policy.<sup>2</sup> Plan USA provides American youth with dynamic opportunities for participatory involvement, real-world understanding, and exposure to tools and training needed to take local action on global issues.

### **DESCRIPTION OF PROGRAM**

The YUGA Leadership Camp helps U.S. youth build leadership skills, gain knowledge on issues affecting youth around the world, and experience substantive interaction with a diverse group of peers from other countries who also participate. Based on the information we have collected on the critical issues of interest to youth, and our assessment of the skills needed to be effective global citizens, we have designed a camp experience that builds knowledge on a range of international development issues. We also work with numerous partners to enrich the curriculum, including Amigos, Americans for Informed Democracy, International Youth Foundation, International Institute RI, Alliance for Climate Education, and the Youth Activism Project. The experience prepares young people to go back to their families, schools and communities trained and energized to raise awareness of and advocate for global solutions. Acceptance to the camp requires an ongoing commitment from our young citizens to start or join an international club (such as one of the 25 YUGA chapters in the US), and to run YUGA action campaigns during the school year.

Over the last five years, we have had over 240 participants from 14 states and ten Plan countries,<sup>3</sup> ranging in age from 11 to 18. The July, 2010 camp will welcome 50 participants from the U.S., Haiti, and Norway. This experience will equip participants to develop leadership skills and educate them around issues including: Global Poverty; HIV and

AIDS; Child Rights and Exploitation; Climate Change; and Gender Equality, all of which are priority YUGA campaign topics. This year's camp will include advocacy training with a focus on the pending child marriage prevention legislation in the US Congress. Child marriage is a priority advocacy topic for this camp because it is a key human rights issue, and a priority of Plan's work with the girl child and gender equality. Advocacy activities will include civic participation strategies such as using social media technologies like Facebook and Twitter.

## IMPACT OF THE YUGA EXPERIENCE

The YUGA camp sessions raise awareness of critical national and international development issues, and develop skills needed to provide leadership in tackling these issues. Our surveys of participants show how understanding of issues and capacity as leaders evolved during the program:

Summary of daily survey responses (1-5 scale, 5 is highest)

- Have a greater respect for those who may be different from me . . . . . 5.0 (2009)
- Ready to take action at home . . . . . 4.9 (2007)
- Learned about global issues and their impact on the world . . . . . 4.8 (2009)
- Skills to become more involved in advocacy . . . . . 4.6 (2008)

The following quotes demonstrate how participants benefited from the YUGA camp experience, in their own words:<sup>4</sup>

*"I learned to put our differences aside and join together. ...to be more patient. ...that leadership comes in all forms. (I was)...inspired by the youth of the world. ...words cannot express the way I was changed in one week."*

## PROPOSAL

At Plan, we know that children and youth have the power to be catalysts for change. Plan USA's domestic YUGA programming ignites in American youth the passion and skills to be those change agents, and we are seeking additional resources and partnerships to support these efforts. Specifically, Plan USA seeks to: (1) Increase participation in the annual YUGA Leadership Camp; and (2) Increase the number of YUGA chapters throughout the US. The annual Youth Engagement and Action budget requires annual funding of approximately \$275,000, which is currently partially supported through limited grant support and through general operating support received from Plan USA's sponsors and individual donors. Dedicated funding will allow Plan USA to renew and expand the reach of our efforts to engage and empower American youth as the next generation of global citizens.

For more information please contact:

**Kate Ezzes** | Youth Engagement & Action Manager | [kate.ezzes@planusa.org](mailto:kate.ezzes@planusa.org)

- 1) These objectives correspond with the Global Citizen Diplomacy initiative priorities of Reducing Poverty & Disease, Increasing Respect for Human Rights, and Creating a Globally Competent Society
- 2) Plan USA Youth Omnibus Surveys 2007 & 2009
- 3) U.S., Canada, Dominican Republic, El Salvador, Ecuador, Haiti, Honduras, Norway, Sweden, & the UK
- 4) Plan USA website

## World Relief

Baltimore, MD | [www.wr.org](http://www.wr.org)

### GLOBAL CHALLENGE(S) THAT INITIATIVE ADDRESSES

Reducing Poverty and Disease & Encouraging Cultural Understanding

## World Relief

America's business professionals can be very effective as citizen diplomats, though it is often difficult to find truly meaningful and sustainable avenues for professionals to engage in the developing world. This paper outlines World Relief's efforts in a three-year pilot project to engage professionals from one Michigan faith community in a relationship with an emerging microfinance institution in the central African country of Burundi. Based on the success and lessons learned from this initiative in Burundi, World Relief plans to replicate the model in other countries and with other local partners. World Relief is especially committed to engaging appropriately skilled citizen diplomats in agricultural development and microfinance, areas of critical importance for the economic well being of some of the world's most vulnerable people.

Burundi is a country in transition – from conflict to peace, from military rule to democracy, from dependency to self-sufficiency, and from isolation into the global economy. Burundi's cousin to the north – Rwanda – is similar in size, ethnic makeup, colonial history, culture, and language. Burundi has suffered from similar ethnic tensions and conflict as Rwanda, but in Burundi's case it was extended over a fourteen-year war that lasted from the early 1990's to the mid 2000's.

In 2004, with USAID and private funding, World Relief launched a microfinance institution in Burundi called **Turame Community Finance**. In Burundi's national language (Kirundi) *Turame* (too-RAH-may) means "live long." *Turame* has a mission to deliver financial services to productive Burundians – especially poor women – and to enable the development of sustainable micro-enterprises across Burundi. In 2005, the United Nations recognized *Turame* as the Best Microfinance Institution in Burundi during the UN's Year of Microcredit. *Turame* now operates in 9 out of 17 provinces across Burundi, and at the end of March 2010 *Turame* had 17,919 active clients (87% women) and a loan portfolio of \$1,272,832. *Turame* is licensed and regulated by the Central Bank of Burundi and offers credit and savings products to poor micro-entrepreneurs through a group-based lending approach.

Like any young and rapidly growing business, *Turame* has experienced growing pains. Aggressive growth is made even more difficult by operating in a complex post-conflict environment where educational levels are low, corruption is rampant, the banking sector is weak, and years of conflict have left deep emotional and physical scars on almost everyone. It is remarkable that *Turame* has performed as well as it has given these significant challenges.

In 2006, World Relief began consultations with constituency churches in the United States that have a vision and passion to become engaged in the major causes of our day. *Turame's* history, mission, and needs for technical support and professionalization were presented to an innovative and globally engaged church in Grand Rapids, Michigan – Mars Hill Bible Church (MHBC). After in-depth discussions between World Relief, MHBC, and *Turame*, a memorandum of understanding was developed and an assessment team was assembled that included professionals in governance, finance, banking, IT, HR, and staff development. After this team traveled to Burundi to assess the needs of *Turame*, a detailed 5-year engagement plan was developed that included the following components:

## **IT TRAINING AND CAPACITY BUILDING**

- Network setup (local office network and WAN)
- General computer support and training
- Database design, development, and support
- IT assessment, maintenance, and training

## **HUMAN RESOURCES CAPACITY BUILDING**

- HR review and systems development
- Performance management plan training
- HR systems assessment

## **FINANCE SYSTEMS DEVELOPMENT AND TRAINING**

- Assist in development of financial procedures and policy manuals
- Treasury management training
- Systems review and development
- Financial analysis training

## **BOARD DEVELOPMENT AND MANAGEMENT TRAINING/MENTORSHIP**

- Governance training
  - Creative engagement: brainstorming and strategy development

## **STAFF DEVELOPMENT**

- Staff retreats
- Management mentoring and peer to peer relationships

## **PRODUCT DEVELOPMENT AND MARKETING**

- Impact assessment of existing financial products
- Market research and new product development
- Product testing and new product rollout
- Marketing material design
- Fundraising in the United States

Approximately 75 professionals from *MHBC* were assembled into teams according to their skills, and over the last three years (July 2007 to the present) there have been regular visits to Burundi to move forward with the operational plan to assist *Turame* in these areas. As a result, *Turame* has been able to grow and mature in important ways that would not have been possible without the professional and technical assistance provided by *MHBC*'s citizen diplomats.

Based on the success and lessons learned from this partnership in Burundi, World Relief plans to mobilize more citizen diplomats from its constituency churches in the United States to provide technical assistance to other partners in the developing world. Potential receiving partners include **A) Hekima Microfinance** in eastern DR Congo — a microfinance institution launched by World Relief using USAID and private support, **B) Africaworks Zambia** — a farming cooperative that provides extension services, agricultural business services, and access to credit and financial services, and **C) Haiti farming cooperatives** – to strengthen existing farming cooperatives, improve access to finance for farmers, upgrade agricultural value chains, and support the marketing of agricultural products.

The planned scale-up will capitalize on the large number of highly skilled citizen diplomats in World Relief's constituency churches in the United States. Funding is requested for World Relief staff to develop training materials; provide training to professional citizen diplomats in the US; orient, train and provide logistical support to the receiving partner organizations; mentor and monitor the relationships between citizen diplomats and receiving partners; and evaluate progress and success of the program. Funding is not being requested for the citizen diplomats or receiving partners, and budgets will be provided upon request.

For more information please contact:

**Stephan Bauman** | Senior Vice President of Programs | [sbauman@wr.org](mailto:sbauman@wr.org)



# THANK YOU

The U.S. Summit for Global Citizen Diplomacy was made possible by the following generous sponsors and contributors. We celebrate these gifts and express our gratitude for the impact they've had, now and long into the future.

## PRESIDENTIAL SPONSORS



In support of the USCCD Web site and the  
2010 National Awards for Citizen Diplomacy honorees



## CORPORATE DIPLOMAT SPONSOR

**Anonymous Family Foundation**

## GLOBAL CITIZEN DIPLOMAT SPONSORS



In support of International Cultural Engagement Task Force



## CITIZEN DIPLOMAT SPONSOR



## DIPLOMAT SPONSORS

In support of International  
Cultural Engagement Task Force



MID ATLANTIC  
ARTS FOUNDATION



In support of International Cultural  
Engagement Task Force in partnership with  
the National Endowment for the Arts



In support of K-12 Education Task Force



## FRIEND OF THE SUMMIT | NON-PROFIT SPONSOR



## IN KIND CONTRIBUTORS



**The Honorable Charles T. Manatt  
Saturation Productions**



U.S. CENTER FOR CITIZEN DIPLOMACY

**Every Citizen a Diplomat | [www.uscenterforcitizendiplomacy.org](http://www.uscenterforcitizendiplomacy.org)**