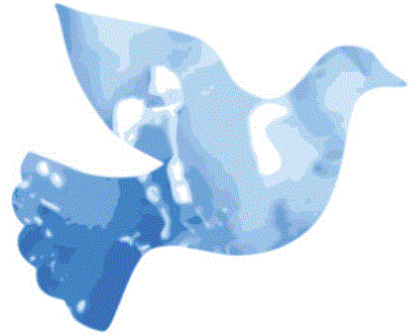


Peace Week

DELAWARE

SEPTEMBER 18–25, 2016



NEIGHBORS JOINING TOGETHER TO BUILD PEACE IN THE FIRST STATE

FINAL REPORT on PEACE WEEK DELAWARE 2016

MARCH 1, 2017

(Revised April 17, 2017)

This report describes the first Peace Week Delaware, held September 18 - 25, 2016. The organizers and volunteers for PWD thank you for your involvement and support. We are pleased to report that

- **Peace Week Delaware 2016 met or exceeded all of its objectives.**
- **Peace Week Delaware 2017 will be held September 17–24, and we invite your participation.**

PWD OBJECTIVES AND OUTCOMES

Movement for a Culture of Peace

Peace Week Delaware (PWD) is an expanded vision of peace led by the Movement for a Culture of Peace, which organized peace marches in Wilmington in 2014 and 2015, has held monthly public forums for two years on achieving peace and addressing the impact of violence, offers peace education programming in schools, supports the expansion of the Alternatives to Violence Project, and is working to bring the national Nonviolent Cities Project to Wilmington and greater Delaware.

The Movement's objectives for all of its activities are captured in the following:

- **Mission:** Build a Culture of Peace in Wilmington and the State of Delaware
- **Vision:** Delaware is known for its transformation to a culture of peace
- **Goal:** Create sustainable actions to build a culture of peace

Peace Week Delaware is intended to be one of those sustainable actions. A second PWD in 2017 will be a major step in that direction.

Peace Week Objectives

The inaugural PWD 2016 had two broad objectives – to create a state-wide series of events and actions that would:

- Provide a forum for communication and cooperation among peace-oriented organizations across Delaware. Many of these organizations are small with limited funding and resources. But because we know they share the same goal of a peaceful Delaware, nation and world built on social, racial and economic justice, we knew the opportunity for effective collaboration was real.
- Offer a wide range of events and activities that would draw in not only people already involved in peace activities, but those seeking a way to become involved, thus widening the circle of nonviolent action across the state.

The following criteria helped assure that all PWD Events would advance these two objectives. We are grateful to our Event Sponsors who took these criteria to heart in planning and delivering their Events:

- Have peace, nonviolence, or equal justice as an integral theme or outcome
- Model and build collaboration among peace-oriented organizations and individuals
- Be open and welcoming to anyone who wants to participate
- Be accessible to persons with disabilities
- Not allow weapons of any type at the event
- Be free of charge
- Have the will, energy, and resources for a successful event
- Distribute a sign-in sheet that captures email addresses for Peace Week Delaware participants
- Report after the event to the PWD Steering Committee (description of event, number of participants, challenges encountered, resources used, etc.).

The enthusiastic commitment of Event Sponsors to these criteria was central to the creation of PWD Events reflecting basic principles of inclusion and collaboration.

Peace Week Outcomes

Drawing on what Event Sponsors, Steering Committee members and attendees at Events have reported, the Steering Committee is confident that PWD 2016 accomplished both of its objectives.

- 41 events were held in all three Delaware counties by 36 different Event Sponsors. This significantly exceeded our original goal of 8 – 10 Events in the Greater Wilmington area. Events are identified in Appendix A.
- According to combined reports from Event sponsors, at least 2000 people across Delaware attended PWD Events, more than twice the original goal of 1000 attendees.
- At least 175 individuals and organizations were involved in creating and supporting PWD either as Event Sponsors, Financial Sponsors, In-Kind Sponsors, press contacts, government contacts or Steering Committee volunteers.
 - Event Sponsors are identified in Appendix B.
 - Financial Sponsors and In-Kind Sponsors are identified in Appendix C.
 - Many of the approximately 100 individual volunteers were new to peace activities.

- At least 11 media outlets provided essential advance coverage for PWD, including The News Journal, delawareonline, The Cape Gazette, Delaware State News, WDEL, WHYY Radio – NewsWorks, WHYY TV – First, WITN, www.patheos.com, DelmarvaLife of Kent County and In Wilmington.
- “Word of mouth” about PWD, especially during July and August, significantly increased the number of organizations offering to be Event Sponsors, supporting the objective to improve collaboration and resulting in about four times as many Events as originally planned
- An effective case for fund-raising resulted in a positive response to every request.
 - The Steering Committee raised \$5300 to support central promotion of PWD.
 - This funding covered expenses for programs, wrist bands, yard sign, flyers, posters, postcards, etc.
 - A summary of funds raised and expenses for PWD 2016 is provided in Appendix D. Funds not expended for PWD 2016 will be used as seed money for PWD 2017. Projected expenses for PWD 2017 are listed in Appendix E.
 - Separately, several Event Sponsors raised funds for their Event-related expenses as well.
- A solid foundation for an annual PWD with increasing impact and presence was established.

Everyone involved in the Movement for a Culture of Peace is indebted to the contributions and enthusiasm of all of these individuals and organizations to making Peace Week Delaware 2016 so successful.

PLANNING FOR PWD 2017

Peace Week Delaware was organized and managed by a central Steering Committee consisting of representatives of Event Sponsors and volunteers involved in the specific work of the Committee. Following PWD 2016, this group met to consider how effectively we had met our objectives, what we had done well and what we would want to improve for future PWDs. We are pleased to report that there was strong support from all parties to hold ***Peace Week Delaware 2017 from September 17 – 24, 2017***, bracketing International Peace Day on Wednesday, September 20, as we did in 2016.

What worked well and will be carried into 2017:

- A week-long, state-wide series of Events aimed at energizing Delawareans to build a culture of peace across our state
- A professional quality website at a dedicated domain: www.peaceweekdelaware.org
- An effective and recognizable name and logo that communicates the purpose of PWD
- Kick-off planning through the Movement for a Culture of Peace
- Event criteria described above
- PWD structure of central management and promotion by the Steering Committee with Events planned, funded, promoted and delivered by individual Event Sponsors
 - Established responsibilities for various elements of PWD
 - Provided effective planning and decision-making for PWD overall
 - Established effective two-way communication between Steering Committee and Event Sponsors
 - Established important roadmap for PWD in future years, including archiving of documents, photos, contacts

- Fundraising by Steering Committee to support central promotion
- Relationship with Pacem in Terris which serves as our fiscal agent. PWD is grateful for their continuing support and cooperation.

What we plan new for 2017:

- Increase number of Events, Event Sponsors and attendees by 25% statewide
- Double number of Events in Kent and Sussex Counties to eight
- Engage an individual (on a part-time basis) to lead the Steering Committee, recruit and coordinate volunteers, manage project plan and meetings, etc. Options include:
 - Raising funds to hire this individual or
 - Engaging an organization able to commit a staff member to this role, as the Delaware Center for Justice did so effectively for PWD 2016.
 - We are currently evaluating the effectiveness and feasibility of these options.
- Increase fundraising and promotion and begin both earlier – we are currently identifying needs and potential donors and beginning development of the 2017 promotion plan
- Involve local governments more effectively both as donors and Event Sponsors
- Strengthen support for Event Sponsors – e.g., single point of contact throughout planning activities
- Recruit specialist volunteers for promotion / media relations, graphic design, etc.

CONCLUSION

The Movement for a Culture of Peace saw inaugural Peace Week Delaware 2016 as an experiment with great potential that revealed a great need. In every way that matters – number of Events, Sponsors, attendees and volunteers, fundraising, relationships established, visibility achieved – PWD 2016 exceeded expectations. This success makes PWD 2017 a greater challenge. The job now is to sustain momentum and achieve even more in 2017. We look forward to your continued participation and working with you to reach even more Delawareans with a message of hope for peace and motivation to peaceful action.

Sincerely,

Jeffrey Lott
 Movement for A Culture of Peace and
 Peace Week Delaware 2016 Steering Committee
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APPENDIX A
PWD 2016 EVENTS (41)

| | PEACE WEEK EVENT | COMMUNITY SPONSOR |
|-------------------------|---|--|
| All Week | Displays of Books on Peace, Non-Violence and Justice | Bear, Lewes, Newark Wilmington Public Libraries |
| | Let's Picture Peace | Woodlawn Public Library |
| Sunday, September 18 | Free Family Sunday: Visions of Peace | The Delaware Contemporary |
| | Children's Peace Art Festival | Pacem in Terris and The Delaware Contempary |
| | Peace & The Spoken Word: Americans Abroad | Plays of the World (playsoftheworldhere@gmail.com) |
| | Breaking Bread Together: An Interfaith Dinner | Masjid Isa Ibn-e-Maryam and Episcopal Church of Saint Andrew and Matthew |
| | Restorative Justice: Peace Building in Latin America and the U. S. | Epworth United Methodist Church |
| Monday, September 19 | "Remaking Murdertown" Podcast Club Episode 1 | Delaware Center for Justice |
| | Meditation for Peace | Center for Joyful Living of Delaware, Inc. |
| | Yoga for Peace | Center for Joyful Living of Delaware, Inc. |
| | Learn to Fold a Paper Crane: Symbol of Peace | Appoquinimink Public Library |
| Tuesday, September 20 | "Remaking Murdertown" Podcast Club Episode 2 | Delaware Center for Justice |
| | Workshop on Transforming Anger and Violence through the Alternatives to Violence Project (AVP) | Wilmington Friends Meeting and AVP New Castle County |
| | Requiem for the Dead: American Spring 2014 | Trinity Episcopal Parish |
| Wednesday, September 21 | "Remaking Murdertown" Podcast Club Episode 3 | Delaware Center for Justice |
| | YWCA Delaware Mission Tour | YWCA Delaware |
| | March for Peace | Lewes-Rehoboth Coalition for PWD |
| | Celebration of PWD & Dedication of Peace Pole | Lewes-Rehoboth Coalition for PWD |
| | Engage Your Local Community For Peace | Wilmington Jaycees |
| | In the Spirit of Peace: Practice Nonviolence - Presentation by International Peace Activist, John Dear | Pacem in Terris, Movement for a Culture of Peace and First Unitarian Church |
| Thursday, September 22 | "Remaking Murdertown" Podcast Club Episode 4 | Delaware Center for Justice |
| | Growing Healthy Families - Community Health Screening Event | Westside Family Healthcare |
| | Peace Cookout in Eastside Wilmington | Wilmington Peacekeepers |
| | Peace & The Spoken Word: Readings from the Bonhoeffers | Plays of the World (playsoftheworldhere@gmail.com) |
| | Peace Messages of Christianity, Judaism and Islam | Wesley United Methodist Church & Christ Episcopal Church |
| Friday, September 23 | Community Walkabout | Safe United Neighborhoods |
| | Coffee for Peace: Music and Comedy focused on Peace and Understanding Prejudices | St. Stephen's Lutheran Church |
| | Silent Meditation for World Peace and Healing | Unitarian Universalist Fellowship of Newark |
| | Cinema for Peace: Award winning movie "Beyond Our Differences" | Center for Joyful Living of Delaware, Inc. |
| Saturday, September 24 | 3rd Annual March for a Culture of Peace | Movement for a Culture of Peace |
| | A Day of Peace: Community Rally & Resource Day | 302 Guns Down |
| | Building Peace Traditions | Hockessin Public Library |
| | Selichot Service of Peace and Concert with Avi Wisnia | Congregation Beth Emeth |
| | Peace & The Spoken Word: Refugees & Exiles | Plays of the World (playsoftheworldhere@gmail.com) |
| Sunday, September 25 | Faithful to Peace: An Interfaith Conversation | Hanover Presbyterian Church |
| | Peace and Prevention Concert with Local Artists, Musicians and Vendors - part of the Concert Across America to End Gun Violence www.concertacrossamerica.org | Brandywine Counseling and Community Services and Delaware Coalition Against Gun Violence |
| | Peace & The Spoken Word: Women & Voices from the Partition of the Indian Subcontinent | Plays of the World (playsoftheworldhere@gmail.com) |

APPENDIX B
PWD 2016 EVENT SPONSORS (36)

| |
|---|
| 302 Guns Down |
| Appoquinimink Public Library |
| Bear Public Library |
| Brandywine Counseling and Community Services |
| Center for Joyful Living of Delaware, Inc. |
| Christ Episcopal Church |
| Congregation Beth Emeth |
| Delaware Center for Justice |
| Delaware Coalition Against Gun Violence |
| Elsmere Public Library |
| Episcopal Church of Saints Andrew and Matthew |
| Epworth United Methodist Church |
| First Unitarian Church |
| Hanover Presbyterian Church |
| Hockessin Public Library |
| Lewes Public Library |
| Lewes-Rehoboth Coalition for PWD |
| Masjid Isa Ibn-e-Maryam |

| |
|---|
| Movement for a Culture of Peace |
| Newark Public Library |
| Pacem in Terris |
| Plays of the World |
| Safe United Neighborhoods |
| Salem United Methodist Church |
| St. Stephen's Lutheran Church |
| The Delaware Contemporary |
| Trinity Episcopal Parish |
| Unitarian Universalist Fellowship of Newark |
| Wesley United Methodist Church |
| Westside Family Healthcare |
| Wilmington Friends Meeting |
| Wilmington Jaycees |
| Wilmington Peacekeepers |
| Wilmington Public Library |
| Woodlawn Public Library |
| YWCA Delaware |

APPENDIX C

FINANCIAL AND IN-KIND SPONSORS

Financial Sponsors for PWD 2016

Ainsley's Pharmacy
City of Wilmington
Delaware Division of the Arts (grant to event sponsor)
Delaware Humanities Forum (grant to event sponsor)
June J. and Russell Peterson Fund for Social Justice
Planning Factory International
St. Francis Healthcare
Wilmington Friends School

In-Kind Sponsors for PWD 2016

Delaware Center for Justice
The Delaware Symphony Orchestra
McClafferty Printing
Movement for a Culture of Peace
Pacem in Terris
Sign-o-Rama

APPENDIX D
PWD 2016 STEERING COMMITTEE INCOME AND EXPENSES

| | |
|--|--------|
| 2016 INCOME (Grants and Donations) | |
| | |
| Ainsley's Pharmacy | 1500 |
| City of Wilmington | 1000 |
| June J. & Russell Peterson Fund for Social Justice | 1500 |
| Planning Factory International | 300 |
| St. Francis Healthcare | 500 |
| Wilmington Friends School | 500 |
| | |
| TOTAL INCOME | 5300 |
| 2016 EXPENSES | |
| Printed Programs | \$636 |
| Yard Signs | 275 |
| Wrist Bands | 250 |
| Post Cards | 562 |
| Bingo Cards | 500 |
| Large Posters | 100 |
| Small Posters | 150 |
| Photocopying | 125 |
| Vinyl Banners | 125 |
| Paper and Supplies | 115 |
| Web Hosting (2016) | 135 |
| Celebration (Grotto) | 137 |
| Misc. | 100 |
| | |
| TOTAL EXPENSES | \$3210 |
| 2016 FUNDS TO BE APPLIED TO PWD 2017 | \$2090 |

APPENDIX E

PROJECTED EXPENSES FOR PWD 2017

In 2017, PWD will continue its funding approach from 2016, i.e., the Steering Committee will raise funds for central promotion of PWD and Event Sponsors will use their own funds, in combination with funds they raise specifically for PWD, to plan, promote and deliver their Events. Certain expenses have been adjusted to reflect more ambitious event and attendance goals.

| PWD 2017 PROJECTED EXPENSES | Est. 3-1-17 | Rev. 4-17-17† |
|----------------------------------|-------------|---------------|
| | | |
| *PWD Coordinator | \$22,000 | \$0 |
| Printed Programs | \$750 | \$750 |
| Yard Signs | 400 | 400 |
| Wrist Bands | 250 | 250 |
| Post Cards | 650 | 650 |
| Large Posters | 500 | 500 |
| Small Posters | 300 | 300 |
| Photocopying | 150 | 150 |
| Vinyl Banners | 125 | 125 |
| Paper and Supplies | 125 | 125 |
| Web Hosting (2017) | 180 | 180 |
| Volunteers Thank-you Celebration | 200 | 200 |
| Misc. | 150 | 150 |
| | | |
| TOTAL EXPENSES | \$29,560 | \$7,560 |
| CARRIED FORWARD FROM 2016 | 2090 | 2090 |
| NEW FUNDS NEEDED | \$27,470 | \$5,470 |

* **(from page 4)** Engage an individual (on a part-time basis) to lead the Steering Committee, recruit and coordinate volunteers, manage project plan and meetings, etc. Options include:

- Raising funds to hire this individual (employed by Pacem in Terris, April to November, 600 hours @ \$25/hr plus benefits) or
- Engaging an organization able to commit a staff member part-time to this role, as the Delaware Center for Justice did so generously for PWD 2016.

† Revision of budget 4-17-17 shows projected expenses without project coordinator salary.