In May 2017, Friendship Force International launched our 40th Anniversary Campaign, designed to invest wisely in enhancing worldwide cultural understanding by delving deeper into our mission of creating international peace through friendships.

This campaign has three goals:

**Expand Our Core**

**Engage Future Leaders**

**Activate a New, Socially-Responsible Travel Network**

This document provides additional information about the use of campaign funds and gives examples of the programs we plan to develop. Each of the programs included in the campaign have outcomes that fulfill multiple goals of the 40th Anniversary Campaign and our Strategic Plan, while continuing to focus on spreading our mission to more people worldwide.

**Expand Our Core**

With your support, by 2021 FFI will expand our sphere of influence from 40,000 to 80,000 participants and extend the reach of Friendship Force from more than 60 countries to 90 countries.

**Build Friendships Where Peace and Understanding are Most Needed**

The mission of Friendship Force is relevant far beyond our current 360 clubs in 60 countries. We seek to create opportunities for individuals to participate in our mission of friendship and understanding in areas of the world experiencing conflict, civil strife, and injustice. Funding will help with new club development, integration of online communication, and shared projects. ($100,000)

**Online Member and Club Profiles to Facilitate Intercultural Communications**

With the linguistic capabilities of our new website and database, our members and clubs around the world will be able to create profiles in their own language on this website, thereby utilizing this platform to communicate with other members, facilitate Journey planning, and share information easily. Funding will go to investment in technology as well as program support for website development and translation services. ($140,000)

**Marketing and Public Relations Materials for Club Support and New Club Development**

To better support our clubs and create new clubs, FFI will provide translated videos, brochures, manuals, and other support documents. Funding will go to create these materials as well as to program support through both translation services and staff. In addition, FFI will promote the organization through social media marketing outlets such as Instagram, Facebook, and Twitter. ($135,000)
Engage Future Leaders

These programs are designed to teach cultural understanding and broaden minds at a young age. By engaging new generations, the mission of peace and friendship will remain strong into the future. We will also, however, continue to support the leadership development of our current membership, because it is with their help that we will be able to expand and grow our organization.

Global Citizen Leadership Development
This is a dual-purpose program that aims to help the members and leaders already within FFI to build their leadership skills and to provide opportunities for youth to become better global citizens. Our members will receive better support through media rich, multilingual training segments on everything from club to Journey management. Funding will go to developing new materials and translating the materials we already have to make them more accessible to members worldwide.

Youth involved with FFI will be able to develop their communication, critical thinking, and public presentation skills to spread their message about friendship, global understanding, and current issues. There are numerous established foundations, nonprofit/nongovernment, and educational organizations, with whom FFI will establish partnerships to develop a curriculum and training materials focused on global citizenry. Funding will pay for this training program and curriculum, as well as scholarship support to enable youth to participate in these programs. ($175,000)

Youth Cultural Immersion Programs
FFI will invite youth to participate in our mission through cultural education, language learning, and experiential activities, both in the comfort of their own communities and in other countries. Funding for this program will go to create and support these programs, provide materials as needed in multiple languages, and offer scholarships for those who cannot afford to participate on their own. ($100,000)

Intergenerational Programming
To help facilitate cultural understanding on a larger scale, FFI will create opportunities for families to travel together, parents with children, and grandparents with grandchildren. Together families will experience new cultures and make new friends around the world. Funding will support both the creation of these Journeys and scholarships for those who cannot afford them. ($50,000)

Activate a New, Socially-Responsible Travel Network
Reaching and connecting more people in more countries requires providing effective technology to facilitate in-person, face-to-face connections and friendships. These projects use the latest technological trends in global communication to expand the reach and impact of Friendship Force’s cultural education initiatives.

Create Multilingual Pathways for Individuals Worldwide to Engage With our Mission
FFI will provide translation of all the main pages on our website for the top seven languages, German, Spanish, Portuguese, Russian, French, Japanese, and Mandarin, used by our current and potential membership. Funding will go to investment in technology and program support for website development and translation services. ($60,000)
Partners in Peace: Build Friendships Around Joint Humanitarian Passions

FFI will partner with other nonprofit organizations to create opportunities for individuals to travel on specific humanitarian Journeys, bringing together people from different parts of the world who share a belief in making new friends, helping others, solving problems, and improving our world. Funding will go toward program support for these partnerships and Journeys. ($40,000)

Launch an Online Global Travel-for-Change Network

FFI will develop an online platform that will enable new individuals or groups from other countries to travel or host in order to engage people of different races, cultures, and religions. The purpose of such engagement is to truly understand another’s culture on an everyday level. With the power of the Internet and a click of the mouse this platform enables people of different countries, cultures, and creeds to build true friendships that contribute to peace. Funding will invest in the necessary technology and program support to incorporate these new members into Friendship Force. ($200,000)