

# How Peace First is Different

## **Effective: Proven Track Record**

We have over a quarter-century of experience successfully preparing young people to be social innovators, from our school-based programs to the present, and data to back it up. Everything that we plan to invest in through the Fund - projects on our digital platform, Accelerators, Prizes - we have proven we can do successfully on a smaller scale.

## **Trusted: Genuinely Youth-Led**

We lead the field in authentically integrating and valuing young people's voices and ideas, elevating them to real positions of power in our design processes, on our board, and on our staff. Because of this, we've built an unmatched level of trust with our young leaders, which is our greatest asset.

## **Scaleable: Global Reach**

We have built a community of thousands of youth leaders from 130+ countries, and a massive network of global partners. Our global reach positions us well to scale the work once the Fund is raised.

## **Impactful: Send Money Directly to Young People**

We are one of the only organizations that gives funding directly to young people, and we know financial resources are critical to helping young people – especially young people without access to privilege and capital – create their projects successfully.

## **Inclusive: Funding and Empowering New Leaders**

We have built our programming – from our noncompetitive grants to our always-on digital platform – to be accessible to the young people who currently lack access to resources. We recognize that the best ideas come from the people closest to the problems, and we have a track record of supporting young people who otherwise would not have had opportunities to lead social change work. We believe this is important for equity's sake – and we also believe it will lead us to surface stronger, more impactful ideas.





# 1

## Build a Generation of Innovators for Good

We will invite thousands of young people to help tackle the issues most affecting their communities. Along their journey, we will provide a collection of supports that help youth devise and test new approaches to solve injustices - from start to finish - including:

**Powerful calls to action** through activating peer-to-peer networks, partner organization and digital marketing

**A blended-learning digital platform** consisting of best-in-class design tools, practical video lessons, & youth-generated wisdom

**Funding** in the form of non-competitive micro grants up to \$250 apiece for each project

**Caring mentors** who provide tailored feedback and direct support to every young person on the platform

**A global community of young people** sharing their stories and lessons from across 130+ countries

### Three-year Impact:

**5,000** projects supported, with a focus on reaching young people who are too often overlooked

**1,000,000** people will be positively impacted by these projects

**90% of youth involved transformed:** through our Harvard-designed evaluation model, youth will develop agency, become more empathetic, civically engaged, and continue to engage in social innovation in one form or another.





# 2

## Scale Young People's Best Solutions to Our Global Problems

From the initial 5,000 teams, we will select and invest further in 200 projects with the most potential for transformation, wider impact, and replication. Investment in this area will happen through:

**Intensive Accelerator experiences** (in-person and virtual), for teams to receive personalized coaching, connect with content experts in their issue area, get peer support from a community of fellow leaders, and use customized Peace First tools to build out and implement a six-month plan to scale their project

**Accelerator Grants** of up to \$2,500 to help teams carry out their scale plans, deepening or replicating their work and multiplying their impact

**Six months of follow-up support and coaching** to implement the scale plans designed in the Accelerator with the funds received from Peace First

### Three-year Impact:

Of the 600 young people who will participate in Accelerators (3 people per team), we expect:

**90%+** will build key skills and attitudes that enable them to be effective project leaders into the future

**95%+** will build relationships across lines of difference with other young people and teams

**Accelerator teams (in total) will raise an additional \$1.5 million dollars, attract thousands of additional volunteers and donors, and positively impact an additional 1,000,000 people in their communities.**

