



Beyond Boundaries

Newsletter of the World Association of Non-Governmental Organizations

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INSIDE

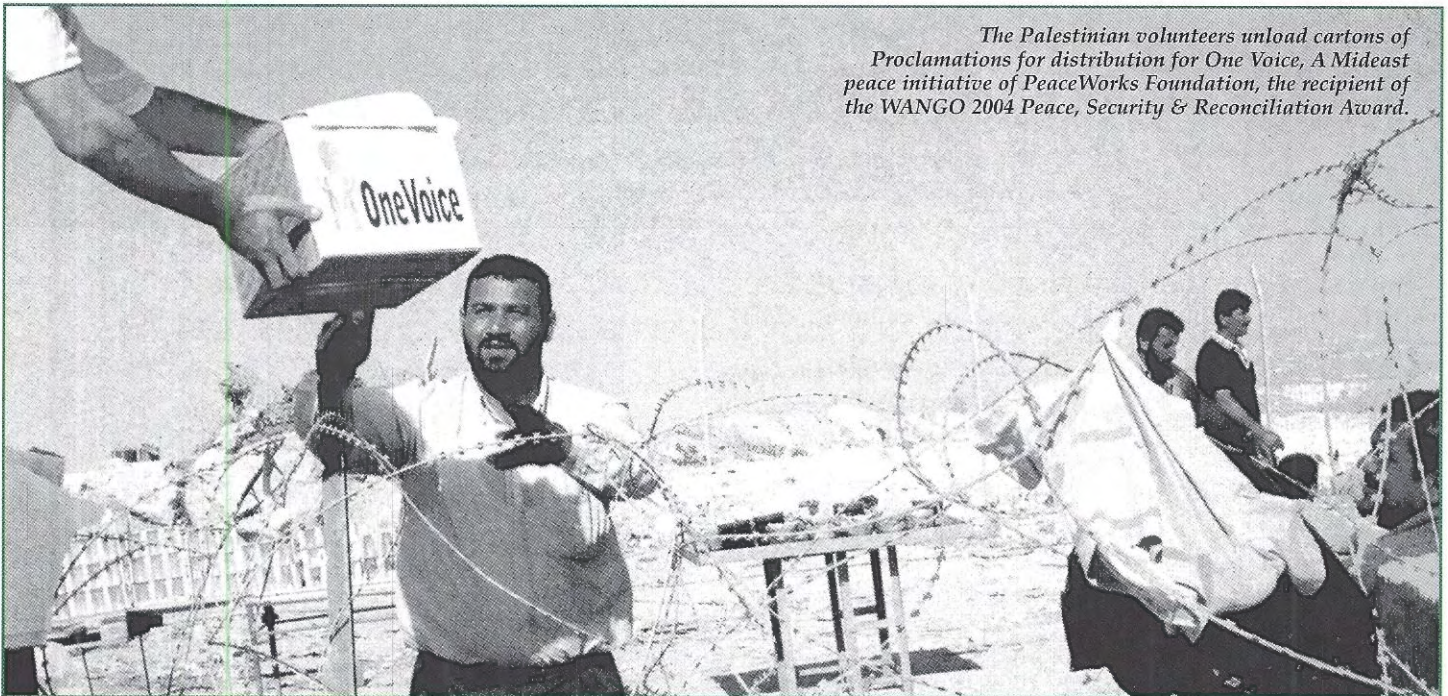
WANGO Seminar in Marbella, Spain	Page 3
Play Soccer Make Peace! Throughout the World	Page 4
WANGO Annual Conference 2004	Page 5
Multiplying Resources: Cultivating Donors	Page 11

2004 WANGO AWARDS RECIPIENTS

The WANGO Awards Banquet, held on the evening of October 23, 2004 in Budapest, Hungary, was one of the highlights of the 2004 Annual Conference. After review and selection by the Awards Committee and approval by the International Council, five awardees were recognized for their outstanding service and exceptional contributions to society. WANGO Awards were presented in the categories of Civil Society Development, Family & Peace, Environment, Humanitarian, and Peace, Security & Reconciliation.

government bodies, civil society actors, and donors. Tens of thousands of people and hundreds of NGOs have benefited from its activities. It also has many officially affiliated NGOs as part of its Cooperating Organizations, and coordinates four Provincial Networks of NGOs.

In taking the decision to present Star Kampuchea with the WANGO Civil Society Development Award, its inaugural award in this category, the WANGO International Council recognizes its



The Palestinian volunteers unload cartons of Proclamations for distribution for One Voice, A Mideast peace initiative of PeaceWorks Foundation, the recipient of the WANGO 2004 Peace, Security & Reconciliation Award.

The 2004 Civil Society Development Award was presented to Star Kampuchea. Star Kampuchea is a Cambodian NGO that is leading the effort to strengthen civil society in that nascent democracy. Through its numerous programs, including the development of an NGO Code of Ethics, Star Kampuchea has been at the forefront of improving the coordination, effectiveness, and credibility of NGOs, and tackling issues of critical importance to the civil society sector and the people of Cambodia. It has become a well-known and respected organization, with a solid reputation among

many remarkable achievements and the continuing outstanding and sacrificial service of Star Kampuchea toward improving and strengthening the civil society sector in Cambodia.

Nhek Sarin received the award on behalf of Star Kampuchea. Mr. Sarin expressed his sincere thanks to WANGO, "who always supports and works in strong cooperation with Star Kampuchea. Their contribution helps the achievement of Star Kampuchea's goal of strengthening democracy by building the capacity of civil society in Cambodia."

[continued on page 8]

WANGO's General Assembly, the business meeting of the Association, was held in Budapest, Hungary on October 24, 2004, the final day of the Annual Conference. Michael Marshall, Editor-in-Chief of United Press International (UPI) and a WANGO board member, chaired the meeting. The WANGO members in attendance, which included both voting and non-voting representatives, were presented with the agenda for the meeting, a list of recommended revisions in the Bylaws, the draft WANGO Code of Ethics and Conduct for NGOs, and a pie-chart diagram on the distribution of expenditures for 2003, the last full-year of financial data.

Taj Hamad, Secretary General of WANGO, provided an overview on the activities of WANGO since the last annual meeting, which had been held in Bangkok, Thailand in 2003. Among the activities reported by Mr. Hamad were the presentation of the Universal Peace Award 2003 to Her Royal Highness Princess Maha Chakri Sirindhorn of Thailand, his visits to 12 countries and the World Economic Forum in Jordan on behalf of WANGO, the Latin America and Caribbean Regional Conference held in Montevideo, Uruguay, and WANGO activities in Guatemala, among other topics. Anne Smart (Membership Report), Jean Rondon (Publications Report), Frederick Swarts (Code of Ethics Initiative), Robin Graham (Play Soccer, Make Peace! Project), and Kevin Pickard (Video Project) gave Department and Project Reports.



WANGO members applauding during the annual General Assembly.



Jean Rondon, WANGO's Director of Publications, speaking to the General Assembly

The International Council elections also took place at the General Assembly. Two current board members, Dr. Kathy Winings and Dr. Nicholas Kittrie, were re-elected to a new three-year term, and three new board members were elected: Dr. Wajeeha Al-Baharna, President of the Bahrain Women's Society (Bahrain); Cesar Regalado, Director General of *Tiempos Del Mundo*, Dominican Republic, and Marian Barnes, President of Andeco (Spain).

The voting members of the Association also approved three revisions in the Bylaws, one of which was designed to improve WANGO's mission statement and two of which were designed to allow national chapters greater flexibility, as well as clarify the relationship between national chapters and the international Association.

Recognition was given to the new national representatives, which had been approved by the International Council during their annual meeting on Thursday, October 21, 2004. These newly authorized national representatives included Marian Barnes (Spain), Dr. Kashinath Pandita (India), Nhek Sarin (Cambodia), Syed Shahnawaz Najmi (Pakistan), and Evans Lombe (Zambia).

Four new chapters also were recognized, having been approved by the International Council during their meeting on October 21. Members in the nations of the Dominican Republic, Hungary, Nigeria, and Sri Lanka established these four new chapters. Representatives of the first three of these chapters were brought to the stage and received official certificates recognizing their chapters. The representative from Sri Lanka was unable to be present, but will be formally recognized at next year's Annual Conference. ■

[Photos of the three chapters present at the conference are on page 11.]

With the theme *The Role of NGOs in Healing a Hurting World*, the recent WANGO Annual Conference was held in Budapest, Hungary. We considered and discussed from different viewpoints what is our place and responsibility as NGOs in healing our society.

Healing is a continuing process. On December 26th, the world was shocked and focused its concern on the disaster in South Asia. There is unfathomable suffering and hurting in the aftermath of the devastating 9.0 earthquake and resulting tsunamis. More than 150,000 people have died, with thousands of survivors injured, and millions displaced. Millions of survivors have lost their homes, have lost their livelihood, and are dazed and traumatized. Everyone in the affected areas needs our compassion, help and healing.

Relief aid and volunteers rushed to South Asia from many countries. NGOs, international organizations, governments and individuals responded. Water, food, medical supplies, clothing and essential necessities have been shipped, and dropped off by planes, ships, trucks and helicopters.

Immediately after the tsunamis, it was warned that the world needed to attend to the affected children in the area. Thousands of children are orphaned, alone, traumatized by the loss of their parents, their family and home. Tragically, these same helpless children are also potential targets for the immoral crime of child trafficking. For the sake of the next generation and the future of the affected nations in South Asia, these children need to be protected and healed. They are the future leaders. Their healing will take more time than we realize and will need the investment of our heart and soul.

However, the world's attention is already being diverted to different crises. Many people in the affected areas are wondering if they have been forgotten. As NGOs, we know that our responsibility cannot be short-term or viewed as a self-serving opportunity. Our focus has to be long-term and for the sake of others.

The world has to come together to prevent such future disasters. Early detection systems for all regions have to be a priority. Many relief experts are saying that it will take at least ten years for the affected nations in South Asia to rebuild.

As NGOs, let us ensure that the investment in the area is long term, and that the governments and donors keep their pledges. As NGOs, let's work together, beyond boundaries of race and religion, for the greater good, rather than seeking for one's own gain.

Taj Hamad
Secretary General, WANGO

THE ROLE OF NGOS IN THE ESTABLISHMENT OF A WORLD OF PEACE

The First WANGO Seminar Held in Spain

Contributed by Karl Oppermann & Marian Barnés

On November 13-14, 2004, 74 NGO leaders and several government leaders met in Marbella, Spain, for the first WANGO seminar in Spain to discuss the theme "The Role of NGOs in the Establishment of a World of Peace" and to sign a Declaration for Peace committing to work together for the good of the community.

The WANGO seminar was organized and sponsored by ANDECO, with the support and cooperation of public and private organizations, including the Intercultural Association Jóvenes del Mundo; the Convention Centre and Town Hall of Marbella; the Youth Institute of Andalucía; CEDMA (Centro de Ediciones de la Diputación de Málaga); Hotel San Cristobal; Bellamar Hotel School; APYMEM; ADEP (Amigos de la Ecología y la Paz) and PERSIS (Proyectos Integrales de Mejora Estratégica). The main objective of the seminar was to stimulate the establishment of closer links between the population (represented by NGOs) and the government authorities, in order to attain an integral community development, and thus, work together in the establishment of a World of Peace. The seminar had the local and national participation of 50 NGOs, foundations and civil associations.

The inauguration of the seminar was on Saturday, November 13, in the Convention Centre of beautiful Marbella, located on the Costa del Sol. Among the panelists were Mr. Taj Hamad, Secretary General of WANGO; Ms. Belén Carmona, town councillor for Social Services of the Marbella Town Hall; Mr. Joaquín Antuña, President of Peace and Cooperation Foundation; Ms. Montserrat Arévalo, President of Forum per a la Solidaritat and Ms. Marian Barnés, WANGO representative in Spain. The Master of Ceremonies was Mr. Baldomero León Navarro, President of the Intercultural Association Jóvenes del Mundo.

On behalf of the Mayoress of Marbella, Belén Carmona welcomed Taj Hamad and presented him with the symbol of the city, a replica of the arc of Marbella. Mr. Hamad addressed the gathering, advocating the cohesion between governments and NGOs in order to eradicate behaviour and attitudes that foment violence and terror, and defended the consolidation of a worldwide system based on peace. He emphasized that governments and NGOs must work together to achieve peace. Governments can show the way and pass laws but to create real peace, hearts must be healed and one must be clear about the fact that governments do not heal hearts. They make laws and regulations, but it is through interpersonal relationships that hurting hearts can heal.

Marian Barnés greeted the participants and explained that WANGO is building a new home, a new roof under which NGOs and other actors of the non-governmental sector can meet and relate together. Marian represented her NGO, ANDECO, in the past two WANGO Annual Conferences, and through the experience, she came to better understand the importance of an NGO to reach beyond its own mission and objectives, open itself to the larger world, and concern with the needs of all humanity.

The main session, with the theme "The Role of NGOs in the Establishment of a World of Peace," had three representatives of considerable prestige and experience in the area of NGOs and peace. Joaquín Antuña, President of Peace and Cooperation Foundation, spoke of his wide experience in matters related to peace cooperation

emphasizing his particular vision of the extremely important role that NGOs currently have. Even though they depend on public funding, NGOs have the responsibility to take positions on relevant topics however uncomfortable it may be for the government.

Montserrat Arévalo gave, as an example of cooperation, the work that the Forum per a la Solidaritat (Solidarity Forum) has done with the immigrant community, as well as the projects that they have carried out in several Latin-American countries such as Bolivia and Colombia. Baldomero León briefly presented the story of NGOs and focused his talk on the meaning of two key words in the seminar, peace and NGO. He emphasized that peace begins within oneself and in being able to treat others, as we would like them to treat us. He highlighted the 7 principles of WANGO indicating that the said principles are acceptable to all NGOs whatever their specific objectives may be, pointing out the fundamental role that NGOs will play in the twenty-first century in helping governments to achieve peace.

Secretary General of WANGO, Taj Hamad, spoke on "The NGO Revolution in the World, Connecting NGOs Beyond Boundaries." He explained that WANGO is the international organization, which welcomes all NGOs from all over the world and is currently present in more than 150 countries. Its principal challenge is to breach the frontiers between countries with the mission to serve NGOs. In this sense WANGO equips NGOs with the mechanisms for them to do a much better job. Mr. Hamad emphasized that, with the increased number and development of NGOs in the world, an organization is necessary that brings the NGO movement together because there is greater strength for all in union. If united, NGOs do not compete among each other but instead will compete to better serve the world.

In the evening, two workshops, "European Funding to Non Profit Organizations" and "Social Marketing of NGOs and Media Relations," provided valuable tools to the participants.

The second day began with the presentation titled "An Ethical Project for NGOs," given by Mr. José Antonio Binaburo, head of the Peace Culture office of the Málaga Delegation of Education of the regional government of Andalucía. He emphasized peace, liberty, equality and justice as irrefutable values for a life worth living, and underlined the values of responsibility, tolerance, consistency, honesty, austerity, hope, affection and tenderness as necessary common values for people to live together in peace.

A high point of the seminar was the signing of the Peace Declaration. The Peace Declaration was presented by Immaculada Romero, president of ANEP (Asociación Nacional de Educación Prenatal), who urged the participants to foster peace in each sphere of their life. Marian Barnés read the seven principles of WANGO as practices for peace and harmony that work in establishing a united world.

The Peace Declaration was signed with the unanimous support of all the participants. Ms. Barnes closed the session by emphasizing the importance, as leaders, to reflect and make a new determination to work together, beyond all barriers, with greater dedication and effort to resolve the critical problems of the world.

A session on "Communication between NGOs" was moderated by Hector Moreno, allowing the opportunity for the NGO representatives to present their organizations and speak briefly about their projects. The last two workshops: "Managing Volunteers" and "Carrying out Projects and Strategic Planning" were given by José Antonio Fuentes, Director of PERSIS. The WANGO seminar received much local media coverage, with full reports and interviews presented by the newspapers, radio and television. ■



Taj Hamad, center, with Ms. Belén Carmona and Mr. Baldomero León, receiving the Arc of the City

PLAYING SOCCER FOR PEACE THROUGHOUT THE WORLD

Reported by Robin Graham, Project Director, Play Soccer Make Peace!

A report was given in the summer issue of *Beyond Boundaries* about the Play Soccer Make Peace! (PSMP!) project, its principles of sportsmanship, and tournaments in Nigeria, Ghana and the Democratic Republic of Congo. It was announced that tournaments would take place in Estonia, Guyana, Liberia, the Solomon Islands, and Zambia. All of those countries did indeed hold PSMP! tournaments. Further tournaments have also since taken place in Goa (India), Senegal, Cameroon, Mongolia and Kenya.

Since November, the island nation Palau has also embarked on a soccer education program. This is a unique opportunity because, through PSMP!, soccer is now developing and being organized as a youth sport in Palau where it was seldom played before.

In the month of December, a tournament was completed in Israel, one started and is ongoing in Gaza, and a further one will take place in the Philippines. (The Philippines tournament was postponed from September to December).

During January and February, PSMP! tournaments will be held in the Seychelles Islands, Cambodia, Uganda, Papua New Guinea, and Sudan. Preparation is now in process for tournaments in Jordan, Peru, Comoros, Uzbekistan, Indonesia, Angola, Suriname, and Nepal.

To read detailed reports from past tournaments, and to find out about future events and PSMP! Developments, please visit www.psmpl.org. The tournament is unique in each country; no country is quite like the other. However, what is common is the enthusiasm shared by the players, their coaches, and the soccer associations involved.

The reports from each tournament reveal the investment of heart and the effort behind each country's project. There is so much effort being made at the country level by the PSMP! coordinators. The coordinators face unexpected contingencies. Their personality, talents and skills help solve the myriad of small hiccoughs that accompany such a project. Their hard work has allowed young soccer players to compete, play hard, demonstrate their skill and display their heart.

Have there been challenges? Certainly, PSMP! is not an instant formula; it is a process. Emotions can run high, but keeping in mind the Principles of PSMP!, referees, coaches and coordinators have helped the players keep their focus on the larger purpose, even while they are pushing their bodies to the limits. So much goodwill has been created. It was common to hear from every country inquiries whether the tournament could be expanded to include more teams, and more people. Teams that found out about PSMP! after the tournament complained that they had been left out; they want to be included next time.

In the Solomon Islands, our PSMP! Coordinator, Sophia Chottu, had team captains, from various parts of the Solomons, knocking at her door in the middle of the night asking to be a part of the tournament. Sophia could not say "no." Being a grandmother with such a big heart, she felt that she needed to include as many teams as she could. Sophia told me that she had

no relationship to soccer before PSMP! She had thought that the way to peace was through conferences and service, but now she sees that peace can also be built through sports and soccer!

Each WANGO representative who took up the PSMP! challenge has made a remarkable contribution. I think that the vast majority of the tournaments have gone smoothly (not to forget the torrential rainstorm, the day of the PSMP! Cameroon final, but they persevered even into the evening time). A common thread is that there is an incredible sense of hope whenever the tournament takes place. Soccer is challenging; there are matches won and lost. But throughout the tournament, teams and players try to maintain the principles of the PSMP! and keep that larger vision in mind even when it is tough!

Just this month the PSMP! tournament took place in Israel. The world looks at Israel as the test case of peacebuilding. It was a great opportunity, and testimony to the PSMP! Coordinator, Mohammad

[continued on page 12]



Photos From Top to Bottom:
Mongolian soccer player is warmly greeted by dignitaries before the Play Soccer Make Peace! game began.

Two soccer teams join for a photo in front of a full stadium in Senegal.

Soccer players in Israel jog to warm up before their game.

Mrs. Yvonne Hinds, wife of the Prime Minister, cordially greets the players of the soccer teams in Georgetown, Guyana.

WANGO ANNUAL CONFERENCE 2004 IN HUNGARY

Excerpt from the Executive Summary By Frederick A. Swarts, Ph.D.

Leaders of non-governmental organizations (NGOs) from throughout the world, as well as prominent governmental, intergovernmental and corporate leaders, converged on Budapest, Hungary from October 21-24, 2004 for WANGO Annual Conference 2004. Participating in this four-day gathering were 235 select leaders from 55 nations. Including WANGO staff and local speakers, over 270 attendees were involved in making this a most memorable, unique and valuable program.

Convened on the theme *Healing a Hurting World: The Role of NGOs*, the conference participants examined issues of fundamental import for the worldwide NGO community. Although the theme of the conference was selected independently of the host city, Budapest provided an apt metaphor for the conference theme for this beautiful capital of Hungary originally consisted of two cities built on opposite banks of the Danube. The bridging of diverse entities, epitomized by the Chain Bridge, Budapest's first bridge across the Danube, is uniquely symbolic of the healing and unifying of our fractured world. Equally fitting is the fact that Budapest is world-renowned as the City of Healing, with its many medicinal baths and thermal springs.

The Opening Plenary Session was held in the spectacular Hungarian Parliament Building, in the Session Hall of the former Upper House. Europe's largest Parliament building, the Hungarian Parliament is a remarkable neo-Gothic structure on the banks of the Danube River. Other sessions of the Annual Conference took place at the Danubius Thermal and Conference Hotel Helia, which was likewise situated along the Danube River, overlooking Margaret Island.

The 2004 Annual Conference, which was held for the first time in Europe, drew participants from all regions of the world. Unfortunate problems in obtaining Visas limited participation from NGOs in some countries, but representatives of 142 NGOs were in attendance. These NGOs spanned the vast spectrum of the non-governmental community, from small, local NGOs to major international bodies, and encompassing the diversity of human activity.

The 2004 Annual Conference involved a wide variety of session formats, including 2 plenary sessions, 9 training workshops, 5 special symposia, 5 interactive sessions, 3 panel sessions, and 2 roundtables, as well as various opportunities to network, and field trips to Budapest cultural and historical sites. The Annual Conference was also the setting for the Annual Business Meeting of the membership, as well as the 2004 WANGO Awards Banquet.

Overall, the program included 62 invited speakers, as well as leaders of 19 member organizations who utilized the panel sessions to present on their NGOs or a topic of interest to them. Specialized trainers provided workshops on fundraising, strategic thinking, utilizing the new technologies, disaster involvement, partnering, media relations, and other topics of relevance to NGOs. Sessions for WANGO Chapter leaders and National Representatives provided opportunities for close coordination and feedback between WANGO officers and WANGO's field leaders in the field.

First Plenary Session

The Opening Plenary, which was convened in the Hungarian Parliament building, addressed the general theme "The Role of

NGOs in Healing a Hurting World." This theme incorporates the recognition that, although we live in an age of extraordinary technological, scientific, medical, economic and social revolutions, the challenges confronting humanity remain enormous, and in many cases have exacerbated.

The remarkable "NGO revolution" now taking place represents substantial hope for addressing the serious problems plaguing humanity. The non-governmental community is involved in healing this hurting world to a level that was never imagined a century ago.



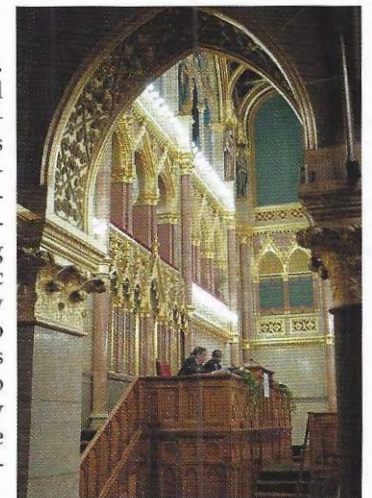
Photos From Top to Bottom:
A view of Budapest, Hungary with the Danube River and the Parliament building in the background.

A relief on the wall of Kings and Knights of the Basilica of St. Stephen, Obuda district, Budapest.

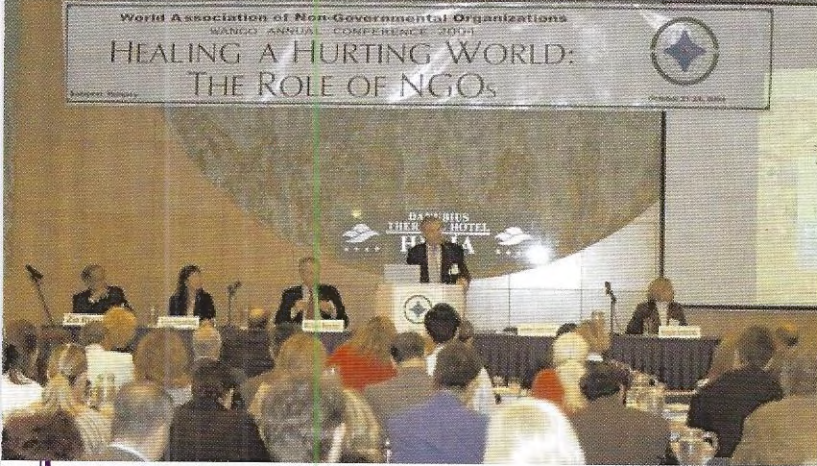
(left to right) Dr. Katalin Szili, Dr. Chung Hwan Kwak and Dr. Alfredo Sfeir-Younis were on the panel of the Opening Plenary Session held in the Parliament building.

A view looking into the Session Hall of the former Upper House in the Hungarian Parliament Building, two panelists of the Opening Plenary Session, Thomas Glasser and Taj Hamaad (left to right).

Since the middle of the twentieth century, NGOs not only have multiplied, but they have also diversified their activities and greatly increased in influence. They now are involved in all areas of human life. Their flexibility and connections to grassroots communities aids them in mobilizing resources quickly to affected areas, and their often single-minded commitment and strong motivation affords them a civic power that other institutions may lack. They often are willing to address threats that other groups overlook, and they are able to work across borders. In many cases, NGOs have proven more adept than government and busi-



Jerome Glenn presenting at the Second Plenary Session with the theme "Beyond a Hurting World."



ness in responding to particular needs.

This first session provided an overview of the serious challenges humanity faces and the role of NGOs in tackling those problems. Non-governmental, governmental, and intergovernmental perspectives were presented, emphasizing the desire of WANGO to promote cooperation in tackling humanity's difficult problems.

The President of the Parliament, Dr. Katalin Szili, who is also Hungary's Deputy Head of State, opened this remarkable session. Dr. Alfredo Sfeir-Younis, who is Senior Advisor to the World Bank's Managing Director's Office (and former Special Representative of the World Bank to the UN and WTO), and Thomas Glasser, Head of Representation for the Representation of the European Commission in Hungary, offered insightful analysis from the intergovernmental sphere. Dr. Chung Hwan Kwak, Chairman of WANGO's International Council, provided a keynote address that dealt with fundamental issues and solutions from the non-governmental perspective. Taj Hamad, Secretary General of WANGO, served as Chair for the session. Subsequent to the thought-provoking presentations, attendees were treated to a guided tour of the Parliament, which is truly one of the most beautiful Parliaments in the world.

Second Plenary Session

Plenary Session Two was convened on the theme, *Beyond a Hurting World*. This session provided an overview of the trends that are shaking the foundations of society as we know it, and the future of NGOs in addressing global challenges. Presented was a vision of the future world, and a framework for assessing global prospects for humanity, as well as the opportunity to investigate how NGOs can become creators and transformers of their vision rather than just stewards of their organization's mission. This session examined the outlook for the next era of globalization and questioned the role of southern and northern NGOs in this new era.

The guest speakers who addressed these issues were Jerome Clayton Glenn (Executive Director, American Council for the United Nations University and Director of the Millennium Project), Natalie Ambrose (Director, Emerging Issues & Strategic Planning, Council on Foundations), Ellen Hayakawa (President, The Centre for Spirituality and Sustainability), and Zia Rizvi (Director General, Independent Bureau for Humanitarian Affairs). Michael Marshall (Editor-in-Chief, United Press International and Executive Director of the World Media Association) chaired the session.

Five Special Symposia

WANGO Annual Conference 2004 featured five special symposia. The first special symposium, "European Integration and NGOs," examined the historical, present and future role of NGOs in the process of European integration, including perspectives from early

and new members and candidates.

Considered as a unit, the European Union (EU) has the largest economy in the world; were it a country, it would rank third in population and seventh in area. The EU now comprises 25 states based on the European Communities, with ten countries having joined in 2004, while additional nations are on the list as candidate countries. This is the most powerful regional organization in existence, and is a force for peace and democracy.

In addition to an overview of NGOs' role in European integration, this session included a discussion of NGOs involvement on current issues of relevance to the EU, such as its enlargement south and east and the European constitution; the consultative mechanism between NGOs and Public Administration; the NGOs' roles in forming public opinion; and the benefits and detriments of engagement with the EU.

Chaired by Michael Barabas (Director, European House and Director of CIVICUS European Regional Office) of the new EU member Hungary, this session also included informative presentations by Professor Aurora Martin of Romania, a candidate country (Vice President, Romanian Women's Future), and Alain Calmes of Luxembourg, an original member (Secretary General, European Federalists Union, Luxembourg).

The second special symposium, "Healing the Family," dealt with challenges to the fundamental institution of the family, and the



The conference was graced with dedicated NGO leaders from 55 nations, including Nigeria and India.



Jill Nadolski, of United Kingdom, gave two of the nine training workshops during the conference.



role of NGOs in tackling these challenges. Article 16 of the Universal Declaration of Human Rights states that "the family is the natural and fundamental group unit of society and is entitled to protection by society and the State." However, the family unit in many nations is undergoing major challenges and stresses. Since the adoption of the Universal Declaration in 1948, even the traditional concept of what constitutes a family, marriage, and the parent-child relationship is being countered by radical new conceptions.

This session examined current global and national trends with respect to the family, the societal value of the traditional family, and efforts by the non-governmental community to heal the family with respect to family. It also looked at concerns, expressed by leaders of various nations and religious bodies, that certain political units, including intergovernmental bodies such as the United Nations, are moving in a direction inimical to the nuclear family and advancing an agenda that would promote family breakdown. The contrasting perspectives and influences of NGOs in this regard were part of the discussion.

Speakers at this second special symposia included Cheryl Wetzstein (National Reporter, *The Washington Times*), Dr. V. Mohini Giri (Chairperson, Guild of Service, and Founding Trustee of Women's Initiative for Peace in South Asia), and Dr. Thomas L. Christensen (Co-Founder, United Families International). Dr. Wajeeha Al-Baharna, who could not attend due to an unanticipated

problem with her VISA, submitted a paper for the session. Also contributing substantially was Dr. Christensen's daughter, Jennifer Christensen, whose address brought a fresh perspective to the issue. Massimo Trombin, WANGO's European Regional Coordinator, served as Chair of the Session.

The third special symposium, "Healing Societies in the Aftermath of Conflict," dealt with the daunting challenges and opportunities facing countries emerging from inter- and intra-state conflict. Nancy Breneo noted that "of the seventy-three democracies founded after 1945 that still exist today, over half emerged either in the immediate aftermath of a war or as a means of bringing an ongoing war to an end."

The non-governmental community has a fundamental role in healing societies in the aftermath of conflict. This session looked at such issues as the conditions needed for guaranteeing long-term peace and prosperity within societies emerging from conflict and for the construction of a stable, post-conflict democracy. Included was a comparison of democracies arising from conflict versus democracies arising in peacetime, and the importance of fostering a strong civil society, as well as such complex challenges as redressing human rights abuses, recreating the social fabric and environment, and building effective, accountable and transparent state institutions.

Chaired by Dr. Nicholas Kittrie (Chairman, Eleanor Roosevelt Institute for Peace and Justice), the panel treated attendees to presentations from Professor Huma Ahmed-Ghosh (Department of Women's Studies, San Diego State University), Michelle L. Stevens (Author, *Healing the Land, Healing the People*), and Zia Rizvi (Director General, Independent Bureau for Humanitarian Affairs).

The fourth special symposium, "Youth NGOs and Volunteerism," addressed the main problems of Hungarian youth and the solutions carried out by NGOs; the key starting points and milestones of the Youth NGO sector in Hungary; and the experience in high-level networking. The importance and ways of training and researching were also highlighted. With an enormous percentage of volunteers being young people, NGOs have a crucial role in the informal education and upbringing of youth. Within these frameworks, they can learn democracy, tolerance, responsibility, listening and much more.

This symposium also outlined what makes the world of volunteerism move and what its nature is like, what practical role it can play in the life of youth, and also what findings can be realized from a research that is of international importance.

Organized and chaired by Denes Bank (Vice President of the Children and Youth Parliament, Hungary), the session included presentations from Laszlo Pracser (Co-President, Hungarian Children and Youth Convention), and Andras Toth (Director, Volunteer Centre Foundation), among others.

The fifth special symposium, "Women NGOs and the Peace Process," examined the prominent role played by women NGOs in peacemaking and peacekeeping, and how they can be more effective in advancing peace. Although women are less represented than men in government structures, women have played an important role in civil society and women's groups have taken a lead in civil society conflict resolution efforts.

Political leaders and the media have often given attention to the plight of women in war, as victims. However, the vital role of women as peacemakers has often been overlooked. With this new millennium, there is a growing demand for women to be represented in peace negotiations, and a growing recognition that women and men have diverse interests to be considered.

Dr. Mihaela Dimetrescu (Vice President, Romanian Association for European Integration Democracy) chaired this session, which featured presentations by Sylwia Spurek (Expert in Office of Polish Government Plenipotentiary on Gender Equality), Liliana Pagu (President, Women's Association of Romania, and National Coordinator of the Women's NGO Network of Romania), and Elisabeth Riedl (Vice President, Women's Federation for World Peace, Austria). ■



Interactive sessions were held between government representatives and the NGO leaders.



The fifth special symposium focused on the prominent role played by women NGOs in peacemaking and peacekeeping.



A group photo of the conference participants, after the Opening Plenary, in the grand Session Hall of the former Upper House of the Hungarian Parliament building.

[continued from page 1 "2004 WANGO Awards Recipients"]

The 2004 Family & Peace Award was presented to United Families International. United Families International (UFI) is one of the world's leading, non-governmental organizations devoted to maintaining and strengthening the family as the fundamental unit of society. UFI monitors family issues globally, working to educate the public about timely issues, and is the coordinating organization of the World Family Alliance, a coalition of organizations and individuals from diverse countries, cultures and religions, united in the belief that the family is the fundamental unit of society. In 2003, UFI also launched the Defend Marriage Campaign to help protect the institutions of traditional marriage and the natural family from the growing threats they face today in the United States.

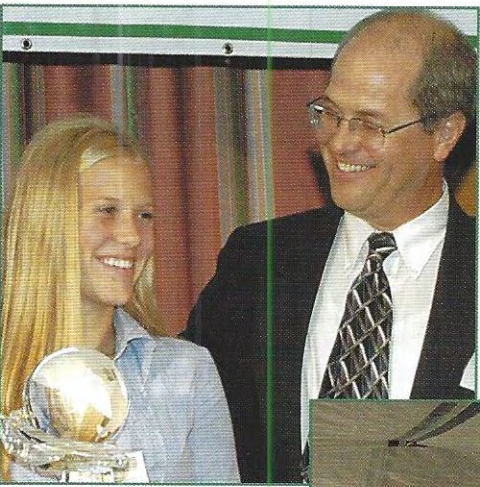


(Top) Nhek Sarin accepted the Civil Society Development Award on behalf of the NGO Star Kampuchea. (Right) Fishing was developed in Cambodia with the help of Star Kampuchea.



In taking the decision to present United Families International with the 2004 Family & Peace Award, the WANGO International Council was most impressed with the consistent and courageous commitment of UFI to the protection of this natural and basic unit of society. One of WANGO's founding principles recognizes that strengthening the family is a fundamental route to creating a world of peace and well-being. WANGO commends the efforts of United Families International to maintaining and strengthening the family, and thus working at the most essential level to build a better world.

Dr. Thomas L. Christensen, a founder of UFI, who was joined on the platform by his daughter, Jennifer, received the award. Jennifer Christensen commented first. "I wish to thank those who are standing up and defending the family. There is no cause that is greater. If I had one wish for the youth, it would be that each one could have a father and mother who would provide, nurture, teach, and most of all, love their children. I truly believe that if we want to heal the world, we have to save the family." Dr. Christensen also spoke. "As the family weakens, so does our individual happiness, our sense of order in our personal lives, and the order in our society. We can not achieve our greatest and noblest aspirations if we leave the family behind."



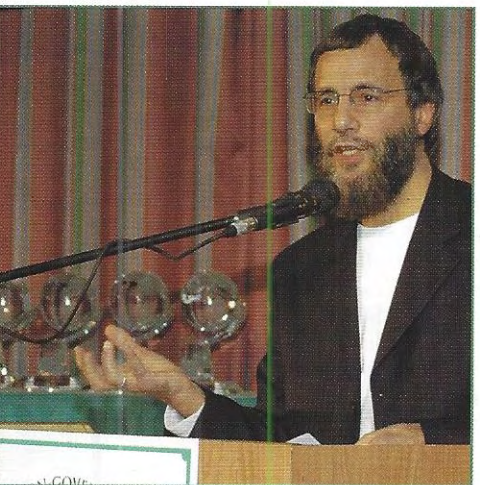
(Top) The Family and Peace Award was accepted on behalf of United Families International by Dr. Thomas Christensen and his daughter, Jennifer Christensen. (Right) UFI representatives enjoy performance of "Stay Alive" song from UFI's HIV/AIDS prevention program performed by children in Kenya. (Below) Yusuf Islam, founder of Small Kindness, accepted the Humanitarian Award on behalf of his NGO.

The 2004 Humanitarian Award was presented to Small Kindness. Small Kindness, which was founded by Yusuf Islam (formerly Cat Stevens) in 1999, works to alleviate the suffering of families and children in the Balkans and the Middle East. Small Kindness helps the most vulnerable victims of war and conflict, such as orphans, widows, and young girls, by providing direct relief and support, while employing and utilizing local staff and infrastructure and being sensitive to the cultural needs of the communities it is serving. Small Kindness was one of the first aid agencies to directly provide financial support to orphans and families in the aftermath of the Iraq war. It also opened the first European Management Training & Educational Center in the heart of Baghdad University, and has over 500 girls on the rolls.



Central to Small Kindness is the concept of long-term support. Following initial deliveries of emergency aid and materials to areas such as Kosovo, Bosnia & Herzegovina, Albania, and more recently Iraq, Small Kindness has successfully established a system of long-term support and development.

The WANGO International Council admires Small Kindness' tireless work in various countries to bring vital emergency aid and humanitarian relief to war-affected families and victims of poverty and natural disasters. The goal of this organization to not only provide emergency relief, but also long-term solutions involving educational programs, community development and cultural programs, is a noble goal that needs to be supported and recognized.



The founder of Small Kindness, Yusef Islam, received the award. In Mr. Islam's comments, he quoted from a chapter in the Koran that says that a person is doomed who does not have compassion. "Do you not see the one who denies the judgment? Such is the one who pushes away the orphan. And does not even encourage the feeding of the poor. So woe to the worshippers whose hearts are heedless in their prayers, who wish to be seen by others but refuse small kindnesses." He concluded in saying that he is "honored to be part of this community, helping to heal, not to hurt. And, there is nothing so powerful as the human act of giving."

[Subsequently, Yusuf Islam was awarded the "Man of Peace Award" at the opening of the World Summit of Nobel Peace laureates at Rome's City Hall on November 10, 2004. The Gorbachev Foundation, which presented the award, recognized Yusuf Islam for his charity, Small Kindness.]

The WANGO Environment Award was presented to the Buccoo Reef Trust. The Buccoo Reef Trust is a Caribbean non-profit organization, which is tackling the serious challenges facing marine environments in that region, with particular emphasis on the threats facing Tobago's coral reefs, particularly the 10,000 year-old Buccoo Reef, the largest coral reef in Tobago. Through education, research and active ecotourism, the Buccoo Reef Trust is fostering an attitude that will enable people to protect the marine environment while ensuring sus-

tainable use of the region's aquatic resources. It is working to build and operate the Tobago Marine Research Centre as an internationally recognized institution of research and education that will serve the Southern Caribbean region as a focal point for coral reef conservation and the development of sustainable aquaculture.

In taking the decision to present the Buccoo Reef Trust with its environmental award, the WANGO International Council was impressed with the consistent and courageous commitment of the Buccoo Reef Trust to protection of Tobago's and the Caribbean's marine environment and coupling this with exploring opportunities for sustainable development for the region's people. While Buccoo Reef Trust is a young organization, it is clear that the Trust is not only sincerely motivated, but quite accomplished, and well worthy of this honor. We take great pleasure in recognizing this organization, particularly since so little recognition is given to organizations working on ocean environments.

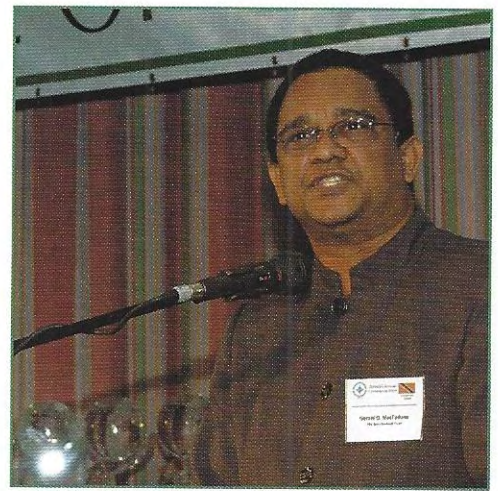
Honorable Gerald George MacFarlane and Ms. Kaye Trotman, Directors of Buccoo Reef Trust, accepted the award. Hon. MacFarlane addressed the audience. He acknowledged, "The key to the success of our operation is the process of networking. ...We will be contributing to this year's conference theme "Healing a Hurting World," for we'll be living it out in our slogan and our motto, as it reads "Protecting our sea of life must be our way of life." He concluded by commending WANGO for all of its efforts in addressing some of the world's critical issues.

The 2004 Peace, Security & Reconciliation Award was presented to PeaceWorks Foundation. Through its OneVoice initiative, PeaceWorks Foundation has been tackling one of the most pressing and intractable issues of our day - the Israeli-Palestinian conflict. At the heart of PeaceWorks Foundation is the fundamental belief that this conflict, like many of our world's most violent crises, has been greatly exacerbated by small groups of radical extremists. These groups have stalled political peace processes and effectively silenced the vast majority of people who prefer peace to fear and uncertainty.

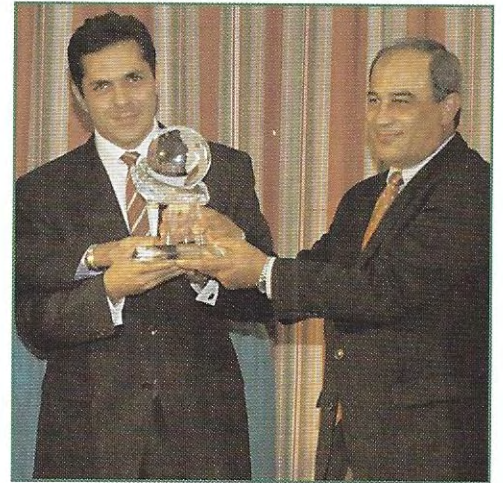
The Founder of PeaceWorks Foundation, Daniel Lubetzky, has long been restoring the voice of peaceful moderation through creative and self-sustainable projects that promote cooperation and overcome hatred. PeaceWorks Foundation was officially launched in 2002. PeaceWorks Foundation's OneVoice Initiative has three offices in the Middle East: an Israeli office, a Palestinian office, and a regional coordination office overseen by Mideast Regional Director, Mohammad Darawshe, a prominent civil leader.

In taking the decision to present PeaceWorks Foundation with its Peace, Security and Reconciliation Award, the WANGO International Council was most impressed with the PeaceWorks Foundations innovative platform and methodology to enable a broad base of citizens to be actively involved in the peace process. The OneVoice program is an extraordinary idea, and the Council commends and recognizes its work to amplify the voice of the Israeli and Palestinian moderates and achieve grassroots consensus for conflict resolution.

Daniel Lubetzky, founder of PeaceWorks Foundation, and Mohammad Darawshe, One Voice's Mideast Regional Director, received the award. In his comments regarding the Palestinian & Israeli situation, Mr. Lubetzky emphasized "losing hope means resignation to inspiration, which is a dangerous precursor to accepting defeat at the hands of violent extremist thinking that pervades in the tiny minority." He stressed that each one of us "must dare believe that we can make a difference; we must dare believe that we can change things." He admitted that it is often difficult to convince people that they can make a difference, "but if they don't make a difference, nobody else will do it for them.... It is the failure of leadership at the bottom that has gotten us to where we are right now." He concluded in saying that "the NGO community has a very important role in helping to mobilize the people, in helping vest them with the recognition that they do have the power and the duty to make a difference." ■



Hon. Gerald Mac Farlane addressed the audience on behalf of Buccoo Reef Trust, recipient of the Environmental Award.



Daniel Lubetzky (center) and Mohammad Darawshe hold the Peace, Security and Reconciliation Award given to PeaceWorks Foundation.



WANGO officials pose with Awardees. (left to right) PeaceWorks Foundation; Mohammad Darawshe; Assistant Secretary General of WANGO, Dr. Frederick Swartz; United Families International, Jennifer Christensen & Dr. Thomas Christensen; Star Kampuchea, Nhek Sarin; Buccoo Reef Trust, Kaye Trotman; Chairman of the Awards Nominating Committee, Dr. Noel Brown; Secretary General of WANGO, Taj Hamad; Buccoo Reef Trust, Gerald MacFarlane; Small Kindness, Yusuf Islam; PeaceWorks Foundation, Daniel Lubetzky.

Cultivating Donors Promoting Your Organization

Excerpted from *Raising Resources, A More-Than-Fundraising Handbook*
A Project of the Empowerment Resource Network

Cultivating our donors is a way of keeping them involved, increasing participation and support, and expanding our donor base. When we talk about cultivation, we refer to those activities that make a donor feel a part of something BIG.

"No one buys a car because the dealer needs the money." Our donors are the same way. They won't give us resources just because we need them. They give because they believe in what we are doing. They give for the sheer joy of giving and that feeling of doing good for others.

Promoting Your Organization

Sometimes, just being right isn't enough. You can have the best plan or most effective program and still not be able to garner support if no one knows about it. It takes an average of 5 "contacts" before someone gives their first donation to an organization. Promoting your organization should be a part of everything you do. Here we will look at ways to improve your image and publicize your activities.

Before you work on improving your image, you have to know what your image is.

The first step is to determine current perceptions. Conduct some informal interviews to see if people know who you are and what you do. Include public officials, other nonprofit leaders, citizens, business leaders and the media. Also ask about their perceptions of your mission. Do people recognize a need for your services? Are they aware there is a problem in the first place? What would they see as your strengths and weaknesses? Go back to your strategic plan and ask whether they believe your strategy will work. (Will a volunteer corps of teachers be able to curb adult illiteracy in Jones County in 3 years?) Also ask for perceptions of organizations you would consider to be your "competition."

Complete an Internal Organizational Analysis. Create a chart with four equal sections to list your strengths, weaknesses, opportunities and threats. Also complete one for your competition. This self-analysis tells you what you can promote and what you need to work on.

Determine what aspect of your mission or programs needs attention. If you are a homeless shelter and the people you speak with do not even know there is a homeless population in your community, your focus will be on educating the public first and then describing how you meet that need. "More than 3,000 children could be spending the night on the street because their families have nowhere else to go. Main Street Church hosts the largest slumber party in town. Support the Main Street Church Shelter."

Develop a public relations plan. Determine how to educate the public and project a positive image. You can incorporate educational statements in public service announcements, press releases, and all of our own marketing materials. If the problem is that no one knows you exist, your staff and the organization need visibility. Does the local press know what you do? Could they write a story about your programs and your success rate?

Your public relations plan should include:

1) Specific opportunities to increase name recognition. (If you only buy one thing, make it lots of business cards! Try printing your organization's mission on the back of the card.) Are you a member of the Chamber of Commerce? Do you attend cultural and social functions as a representa-

tive of your organization? Your board, staff and volunteers are all representatives of the organization and can help to promote its image.

2) Media Events. Press conferences should be held to release important information, whether it's the results of a study or the groundbreaking for your new church. Invite members of the local press to a media day where they tour your facility, meet your board and see what you do. Stay flexible! Some of the best opportunities for press coverage come when you least expect them.

3) Press Releases. Announce staff and board changes, reaching fundraising goals, receipt of major donations, program success stories (human interest), etc.

4) Letters to the Editor / Call-In Radio Shows. Use to describe the problem or project and educate the public.

5) Public Service Announcements. Script them to present information and to promote upcoming events.

6) Newsletter and Brochure. Increase your distribution of newsletters and brochures. Make sure chamber members, public officials and media reps are included. Leave copies at the public library for distribution.

7) Networking. Attend events. Get to know other people in the industry and in your community. Offer to make presentations to various civic groups, social and service clubs.

Evaluate your plan periodically and ask your donors if they notice a difference in your presence. Keep records or a scrapbook of all media coverage so you can share it with your major donors and supporters. Be sure to include references to media coverage in your newsletter and in your reports to donors.

Working with the Press

The press is under constant pressure to meet deadlines. You can make their lives easier by presenting information in a clear, concise manner. Make it so they don't have to spend hours on the phone doing research. Every nonprofit organization should have a Media Kit, updated at least monthly. It should not take too long to assemble your kit because most of the information you will already have prepared.

Assembling a Media Kit

A media kit should include a Fact Sheet for your nonprofit organization; History; Governance -Board & Advisory Boards; Black & White Photos with a label on the back noting the name, date, telephone number and caption; Visuals; Logo; News Release that relates to the event; Publications, including brochures and annual report; and Contact information for the spokesperson, including the telephone number.

Sometimes, things don't always go as planned. Nonprofit organizations often find themselves the subject of bad publicity. It does not have to be the end of the world. Every organization should have developed a Crisis Media Plan for those just-in-case situations.

The Crisis Media Plan outlines exactly who is the official spokesperson for the organization and who approves all messages.

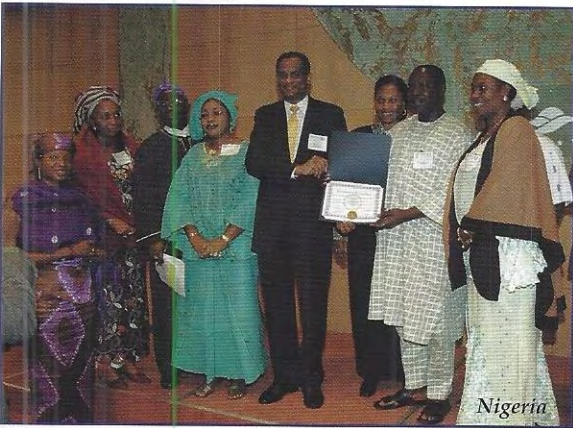
The ability of your staff and board to handle negative press says a lot

about you. Make sure board and staff members know your media policy (who is allowed to speak on behalf of the organization) and how to act around the press.

Remember that, with regards to media, nothing is off the record; avoid flip remarks and saying “no comment;” stay calm and tell the truth; facts are your friends—stick to them; and be positive.

Public relations and marketing can significantly improve your ability to raise resources and solicit support. It does not have to be an expensive program; but it should be a deliberate program. ■

Representatives of the new national chapters receiving the official certificate of recognition from the International Council.



WANGO DEVELOPMENTS IN ESTONIA

Following the WANGO annual conference in Budapest, WANGO Membership Director Ms. Anne Smart visited the small Baltic republic of Estonia (which is also her ancestral home) and met with several WANGO members and other NGO leaders interested in exploring the possibility of forming a national WANGO chapter.

After a powerpoint presentation by Ms. Smart explaining the purpose of the Association for the benefit of newcomers, Mr. Reigo Tonsberg, coordinator of “Play Soccer, Make Peace!” for Estonia reported on the successful event that took place September 28 & 29 in Parnu. This unique peace initiative through sports also sparked other creative offerings among those present, and Mr. Peeter Prass of Kalevi Kammerkoor, who arranges international song festivals, posed the idea of a “Song Bridge” around the world as another means to promoting peace. (Estonia, and the other Baltic republics of Latvia and Lithuania, had demonstrated the power of song when they peacefully won their freedom from the Soviet Union in the early 1990s.) Dr. Rein Ratas, WANGO National Representative for Estonia urged Mr. Prass to submit a proposal of his idea for further consideration.



Meeting together at the Estonian Peace Embassy in Tallinn on October 31st are (counterclockwise from left): Prof. Heino Levald, Dr. Reet Pool, Dr. Rein Ratas, Mrs. Anne Smart, Mr. Rene Chaillie, Mrs. Lea Vaher, Dr. Leili Utno, Dr. Ljudmilla Prümagi, Mrs. Svetlana Litoimova and Mrs. Ruta Pels. Not in the photo, but also present are: Mr. Peeter Prass and Mr. Reigo Tonsberg.

ANNE SMART IS NEW DIRECTOR OF THE OFFICE OF NATIONAL AND REGIONAL COORDINATION

On January 2, 2004, Ms. Anne Smart was appointed to a new post as Director of the Office of National and Regional Coordination. In this position, Anne will be responsible for supervising the work of the Regional Coordinators; developing projects and trainings in support of the National Representatives; guiding chapter development and activities, including processing of applications for chapter status; serving as liaison with international organizations; and overseeing membership care, including coordinating international training programs and other projects to serve the membership. This position will be coordinated out of the international headquarters in Tarrytown, NY. Ms. Smart will maintain her position as African Regional Coordinator as well, until this position can be filled.

[continued from page 4 "Play Soccer, Make Peace! Throughout the World"]

Darawshe, who was able to bring 4 Arab teams and 4 Jewish teams to join together in the tournament. We had hoped the teams would be matched equally and that it would be a genuine model for peace. I think we were able to achieve that. The President of the Israeli Football Association attended the final, and was overjoyed with what he witnessed. The final match was a Jewish team, Maccabi Haifa against Sakhnin, an Arab team. Sakhnin won 3:1. The IFA'S President stayed to enjoy the post game celebrations, and promised to include the PSMP! tournament and its education in the IFA's 2005 program. He commented that PSMP! added an element to Israeli soccer that had been missing, but could now be included.

After the tournament, the teams from the Israel PSMP! felt that it was unfortunate that the quarterfinals already meant 4 teams were eliminated. On their own initiative they proposed that all the teams and players meet together in March for a reunion, to have a chance to get to know each other better, and to learn from one another.

This is exemplary. The success of the PSMP! activity is not only the tournament but also the lasting relationships it helps to build, and the commitment to the wider community and the responsibility that these young people are taking. Stories are being posted on the web site. I encourage everyone to give voice to his or her achievements. Good luck to all those in future PSMP! tournaments!

For further information see www.psmmp.org ■



WANGO's Secretary General, Taj Hamad, seen here with former U.S. President Jimmy Carter, was one of the official NGO observers at the recent January election in Palesine.

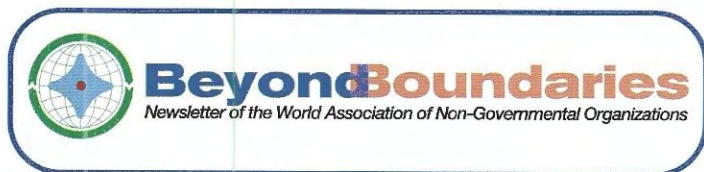
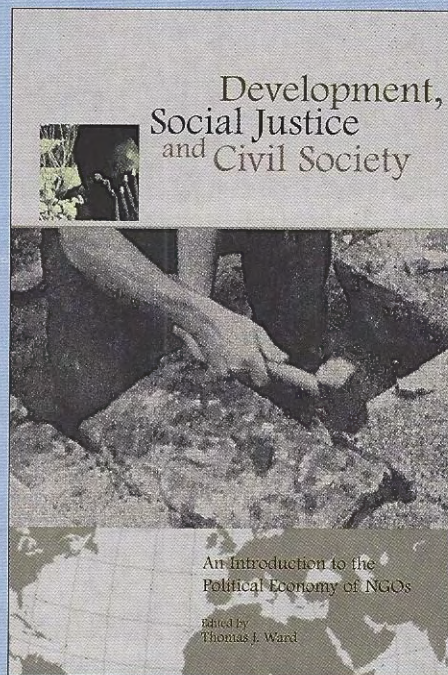
DEVELOPMENT, SOCIAL JUSTICE AND CIVIL SOCIETY

Publication from the 2003 WANGO Annual Conference

This book is an introduction to the political economy of NGOs. The papers in this book have largely been developed based on presentations given at the 2003 WANGO Annual Conference held September 25-28, in Bangkok, Thailand.

Today, NGOs are recognized as vital partners for government and industry. They address social and environmental problems with greater efficiency and cost effectiveness than government agencies. Multilateral institutions such as the United Nations and the World Bank increasingly rely on NGOs to assist in the oversight of the projects and programs that they support.

The book reviews the historical evolution that has led to the mainstreaming of NGOs. It also describes the challenges that NGOs face in less developed countries. While NGOs are applauded by international organizations and by the governments of developed countries, they still are viewed as a political threat in many developing countries where they are deliberately marginalized by legal constraints and bureaucracies that make their survival almost impossible.



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