



The Peace Alliance
Campaign to Establish a

U.S. Department of Peace

EMPOWERING CIVIC ACTIVISM FOR A CULTURE OF PEACE

*We are doing this for our children, for our grandchildren and for our grandchildren's grandchildren.
It is when we serve the ages and not just ourselves that we find the deepest meaning in our souls.*

■ MARIANNE WILLIAMSON

A NEW MOVEMENT FOR PEACE

A new movement is underway. It is inspiring and mobilizing a new generation of citizen activists who are committed to being the change they wish to see in the world, all the while shining the light on the burgeoning science of peacebuilding. *This is a movement for peace.*

The Peace Alliance is a nonpartisan citizen action organization building a constituency for peace. Our mission is to empower civic activism for a culture of peace. Our goal is to take the field of peacebuilding from the margins of the political and societal dialogue and bring it to its rightful place: central to our policy-making, investment and understanding. We achieve this primarily through a massive public education, outreach and citizen lobbying effort. Our current focus is the campaign for a cabinet-level U.S. Department of Peace.

Peace is not a utopian ideal; it is an issue critical to our national and human security. Either we continue reactively addressing ever-increasing levels of violence and the consequent human and economic costs, or we take a fresh

approach. We must create the possibility for applied peacebuilding to identify and resolve conflict before it erupts into violence. Yet nowhere in the highest echelons of our government is there a platform from which to launch a focused, strategic approach to reducing and preventing violence.

Supporters of The Peace Alliance recognize that *investing in peacebuilding works*. To ensure consistent, predictable funding for this long-term movement, we are working to increase regular monthly giving through our stewardship programs. At the national level, we are asking for the equivalent of one percent of the federal discretionary budget to establish and fund a U.S. Department of Peace. Until we achieve this result, and see our tax dollars significantly invested in peace, many of our donors choose to personally support The Peace Alliance at least at that same level, donating one percent or more of their monthly net income.

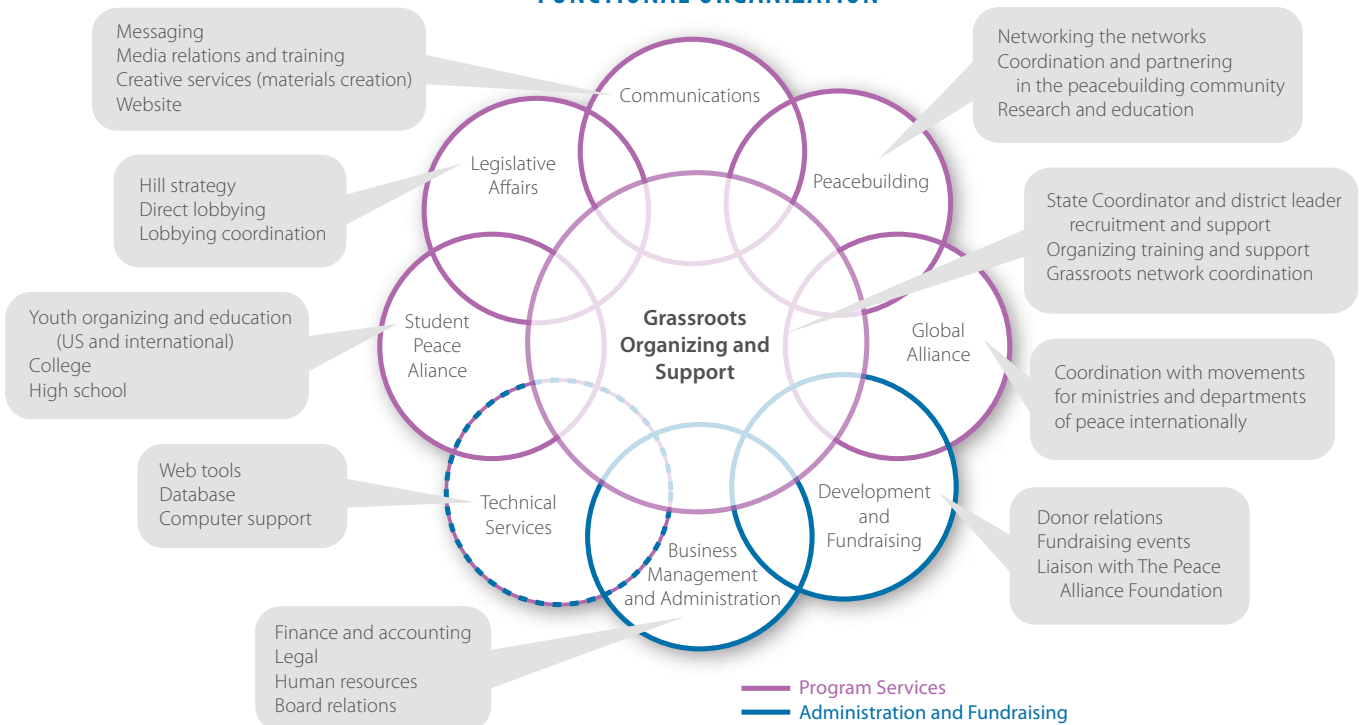
No great social achievement, from abolition to women's suffrage to civil rights, has succeeded without dedicated citizens willing to fund the dream into reality. We invite you to be one of those individuals.

OUR WORK AND STRUCTURE

The Peace Alliance, a 501(c)4 organization, was established in May 2004. We empower the grassroots movement and strategically link otherwise distinct local efforts, thus exponentially increasing their influence and impact. Our grassroots network is central to all that we do.

Local, state and regional teams are organized and active nationwide in hundreds of Congressional districts. Youth organize through the Student Peace Alliance, a network of college and high school students. The grassroots is mobilizing a mighty wave of peace activism, working with members of Congress, writing editorials, doing local media interviews, organizing local trainings, enrolling city council endorsements, and meeting with police and fire chiefs, military and prison officials, directors of abuse shelters, school boards, and others to discuss how a Department of Peace will benefit their community. They also bring those organizations resources and information on effective peacebuilding programs.

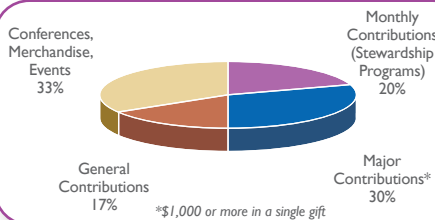
THE PEACE ALLIANCE FUNCTIONAL ORGANIZATION



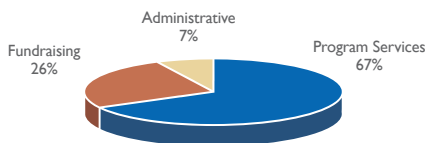
INVESTING IN PEACE

Our goal is to make peacebuilding an economic priority at every level of our society. In fiscal year 2005-2006, The Peace Alliance generated just under \$455,000 in income.

THE PEACE ALLIANCE
INCOME SOURCES, FY 2005-2006



THE PEACE ALLIANCE
EXPENSE DISTRIBUTION, FY 2005-2006



In 2006-2007, significant funding began to be provided through The Peace Alliance Foundation, a 501(c)3 nonprofit organization that is a sister-organization to The Peace Alliance. The Foundation promotes a global culture of conflict resolution and applied peacebuilding, fulfilling its mission primarily through support of The Peace Alliance. Examples of funded efforts include roundtables; peacebuilding whitepapers highlighting effective programs; support of U.S. participation in the Global Alliance for Ministries and Departments of Peace; and maintenance of The Peace Registry, a global database of peacebuilding organizations and individuals. Unlike The Peace Alliance, which is engaged in citizen lobbying, donations to the Foundation are tax deductible.

For information on ways to give to either the Foundation or The Peace Alliance, see the enclosed donation form, call us, or visit our website.



PROGRAM SERVICES INCLUDE

- Campaign strategic planning
- Development and coordination of national action campaigns
- Grassroots training and ongoing support
- Activist data management and communications tools
- Media training, publicity and media relations
- Creation and dissemination of outreach, organizing, media, and lobbying materials and tools
- Legislative strategy, coordination and tracking, and direct lobbying
- Networking, research and education with the peacebuilding community
- Identification and publicity of effective programs
- International coordination and support
- Advancement of youth initiatives through the Student Peace Alliance

HIGHLIGHTS OF CAMPAIGN ACCOMPLISHMENTS

- Active in all 50 states with teams in more than 275 Congressional districts
- More than 65 Congressional co-sponsors and growing
- More than 60 State Coordinators in more than 35 states
- More than 1,000 participants from 45 states at 2007 National Conference, which culminated in a day of lobbying on the Hill to support the bill's reintroduction
- More than 450 Congressional office visits in the first six months of 2007—nearly double that in all of 2006
- Launched the Student Peace Alliance
- Gained endorsements from more than 20 cities, including Atlanta, Chicago, Detroit and San Francisco
- Hosted eight regional conferences and a State Coordinator's retreat, providing direct training to more than 2,000 people
- Established an office in Washington, DC



THE CHALLENGE AND THE POSSIBILITY

Violence pervades American and world culture, and its impact is devastating:

- *The World Health Organization estimates the cost of interpersonal violence in the U.S. at \$300 billion per year—excluding war-related costs.*¹
- *U.S. youth homicide rates are more than 10 times that of other leading industrialized nations.*²
- *Direct expenditures for corrections by local, state and federal governments between 1982 and 2004 increased 585 percent to \$62 billion per year.*³
- *In 2006, worldwide terrorist incidents increased 25 percent to 14,000, and deaths caused increased 40 percent to 20,000 persons.*⁴
- *Approximately 27,000 nuclear warheads exist worldwide,⁵ most of which are more than 30 times as destructive as that dropped on Hiroshima.*⁶

Achieving nonviolent alternatives for resolving conflict is the most urgent need of the human race. Clearly, we face an all-systems breakdown. It requires an all-systems response.

The science, study and practice of peacebuilding have significantly expanded in the past 30 years. Countless programs effectively reduce and prevent school violence, prison recidivism, domestic violence, international conflict, dependency on social services, and more—all while saving taxpayer dollars. Still they remain woefully underutilized and under-funded in the face of traditional policymaking that fails to address root causes.

Real change will occur under one condition: that a wave of citizen interest rises up and makes itself heard in the halls of Congress. It is this wave that The Peace Alliance supports and sustains.

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To donate, complete the enclosed donation form, call us, or visit
www.thepeacealliance.org and click on “Donate Now.”

¹ World Health Organization, *The Economic Dimensions of Interpersonal Violence*, 2004 ² World Health Organization, *World Report on Violence and Health*, 2002 ³ Bureau of Justice Statistics, *Direct Expenditures by Criminal Justice Function, 1982-2004* ⁴ National Counterterrorism Center (NCTC), *Report on Terrorist Incidents, 2006*, 30 April, 2007 ⁵ International Atomic Energy Agency (IAEA), *Statements of the Director General*, 18 May 2007 ⁶ “Nuclear Proliferation and Terrorism,” *CQ Researcher*, April 2, 2004



There is currently a bill before the U.S. House of Representatives (H.R. 808) to establish a United States Department of Peace. This historic measure will augment our current problem-solving options, providing practical, nonviolent solutions to the problems of domestic and international conflict.

During the 20th century, over 100 million people lost their lives to war—most of whom were non-combatants. Now, at the dawn of the 21st century, the extent and current speed of nuclear proliferation makes the achievement of nonviolent alternatives to war the most urgent need of the human race.

From the growing rate of domestic incarceration to increasing problems of international violence, the United States has no more serious problem in our midst than the problem of violence itself. Prison building is our largest urban industry, and we spend over 400 billion dollars a year on military related expenditures. Yet there is within the workings of the U.S. government, no platform from which to seriously wage peace. We place little institutional heft behind an effort to address the causal issues of violence, diminishing its psychological force before it erupts into material conflict. From child abuse to genocide, from the murder of one to the slaughter of thousands, it is increasingly senseless to merely wait until violence has erupted before addressing the deeper well from which it springs.

Throughout America, there are countless peace-builders and peace-building projects. Those skilled in ameliorating the effects of violence—from conflict resolution experts to nonviolent communicators—have proven their effectiveness at treating root causes of violence.

Domestically, the Department of Peace will develop policies and allocate resources to effectively reduce the levels of domestic and gang violence, child abuse, and various other forms of societal discord. Internationally, the Department will advise the President and Congress on the most sophisticated ideas and techniques regarding peace-creation among nations.

The legislation will pass from bill to law under one condition: that a wave of citizen interest rise up from the American people and make itself heard in the halls of Congress. The Peace Alliance educates and inspires thousands throughout the country with the knowledge, skill and enthusiasm to become powerful citizen activists in support of this effort. The Department of Peace campaign has citizen organizers working in over 275 Congressional Districts in all 50 states. Please visit our website to learn more and to find out how you can help.

Join the effort. Create a Department of Peace.

www.ThePeaceAlliance.org



The Peace Alliance
Campaign to Establish a
U.S. Department of Peace

INFORMATION AND DONATION FORM

Please Print all Information Clearly!

First Name: _____ Last Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Country: _____ Phone: _____

E-Mail: _____ Fax: _____

DONATION CHOICES

PEACE PARTNER: I commit to being a core financial supporter who contributes regularly to the Department of Peace campaign and the movement to facilitate a culture of peace.

Charge: monthly quarterly

\$15 \$25 \$35 \$50 \$75 \$90 Other \$ _____

GUARANTEE FUND MEMBER: I commit to contribute \$1,000 (or more \$ _____) annually for _____ year(s) to “guarantee” the long-term strength of the Department of Peace and the movement for a culture of peace.

Sign me up monthly quarterly single payments contact me for more information

VISIONARY CIRCLE MEMBER: I commit to fund \$1,000 (or more \$ _____) annually until the legislation to establish a U.S. Department of Peace is signed into law! (The Peace Alliance only).

Sign me up monthly quarterly single payments contact me for more information

PEACE ALLIANCE SUPPORTER:

I would like to make this a one-time contribution of \$ _____

OTHER: Please contact me about other giving opportunities.

MEANS OF PAYMENT

I wish to make my contribution by: Cash Check Credit Card Stock

Please charge the donation checked above to my credit card (Visa or MasterCard only):

Visa MasterCard

Card Number: _____ Expiration Date: _____

Signature: _____ Card Security Code: _____

RECEIVING ORGANIZATION

Contribution to go to: The Peace Alliance The Peace Alliance Foundation

Donations to The Peace Alliance are not tax-deductible. They support our citizen-based advocacy and lobbying efforts. Donations made to the Foundation are tax-deductible to the full extent allowed by law.

THANK YOU!

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