

Bussum, February 14th 2018

Subject: Strategic Plan 2018

Dear Peace-lover,

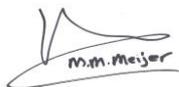
Herewith we present you the Strategic Plan of Peace SOS 2018. Peace SOS is established officially April 22nd 2016, Earth Day. We were – and still are – shocked by the violence in the world, such as the war in Syria. Nowadays, peace organizations are more needed than ever. There are still many victims in Syria, Burundi is on the brink of a war and North Korea and the United States were threatening each other recently with the use of nuclear weapons. There is a large scale humanitarian disaster going on in Yemen, there is a recent surge of violence in the Democratic Republic of the Congo and there are still tensions between western countries and Russia.

In 2017 we got in contact directly with the mother of Noor and Alaa from besieged Eastern Ghouta in Syria. We use our social media accounts and website to help them raise their voice. It is heartbreaking to have contact with a mum and her two children when you hear that there are warplanes flying over their heads. We hope that peace and humanitarian aid comes soon for them and for the other people in Eastern Ghouta and the rest of Syria. At Peace SOS we are doing our very best to talk with ambassadors of major powers who are behind this proxy war.

We hope that in 2018 our peace project with our partner Peace One Day Mali takes ground. We found a local monitoring partner – Oxfam Mali – and funding for the project of the training of women mediators in 2017. We pay attention of the vulnerable situation of women. In 2018 we also work to contribute to a peaceful solution and humanitarian situation in Yemen.

For the organization of Peace SOS, the focus will be on acquiring funding. With the eye on the costs and capacity of Peace SOS, the focus will rather be on participating in events than on organizing events ourselves.

Greetings from the heart,

A handwritten signature in black ink that reads "m.m. Meijer".

May-May Meijer
Chair of Peace SOS

Mission of Peace SOS

To stimulate world peace, human rights and combat poverty. To contribute to a fairer and more peaceful world for all.

Vision

- Helping people in violent conflict to raise their voice
- Listening to each other, to the enemy
- Strengthening the work of local citizens and local organizations
- Mentioning the call of citizens in violent conflict for peace and humanitarian aid in meetings with representatives of all the governments involved in a violent conflict

For the culture in the organization:

- The mission of Peace SOS 'to stimulate peace' is guiding in our behavior. Inwards focus no output focus
- There is passion and love for peace in our hearts
- Peace is accomplished by many (not by one person or organization)

Norms and Values

- The Universal Declaration of Human Rights is an important guideline
- Binding
- International solidarity
- Constructive
- Curious towards new knowledge and better methods

Planned activities in 2018 using themes

1. Helping vulnerable people to raise their voice
The Twitter account of the sisters Noor and Alaa who are living in besieged Eastern Ghouta, is put at the website of Peace SOS. We hope that the war in Syria ends soon and that humanitarian aid is provided to the citizens.
2. Politics and peace
 - a. Approaching embassies which are members of the UN Security Council with the situation in Eastern Ghouta, Syria
 - b. Approaching embassies to ask attention for the humanitarian situation in Yemen
 - c. Following the developments in Burundi and Venezuela
3. Media and peace
 - a. Writing articles and blogs to stimulate peace
4. Empowerment and cooperation with other peace organizations
 - a. In 2018 our partner organization Peace One Day in Mali will carry out this project. Women will be trained as peace mediators.
Funding has been obtained for this project. Until now the project has got some delays as a result of the fact that the transaction from the Dutch Triodos bank to Mali took some time. In addition, official documents from the security office to prove that the money isn't used for terrorism also take time. Oxfam Mali will monitor the project. Peace SOS will inform if employees have a code of conduct.
 - b. See if we can find another local peace organization to cooperate with
5. Stimulate balanced foreign news coverage

Financial planning 2018

As in previous years, we will apply for funding per project in order to maintain a sound financial position and to extend the track record of Peace SOS. In order to prevent financial loss, a project will start when finance is obtained.

Fundraising

An advisor fundraising, a fundraising volunteer and the chair of Peace SOS will start an initiative to obtain funding.

Financial management Peace SOS

Peace SOS is founded recently, April 22 2016. Peace SOS has a very limited financial budget. The chair works 0,8FTE unremunerated for Peace SOS. The chair and the treasurer (she is register accountant) are managing the financial assets of Peace SOS.

Spending of financial assets of Peace SOS (de besteding van het vermogen)

At this moment funding for projects is applied for per project from endowments. We are giving direct feedback upon how money is used. In addition, Peace SOS receives small private donations. These donors obtain information via the Newsletter, the website and mouth to mouth.