



POSTCARDS FOR PEACE FACT SHEET

- Postcards For Peace was founded in the summer of 2013 as a way of using art and design, on postcards, to promote and teach issues surrounding peace, non-violence, prejudice, abuse and hate. We became a UK Registered Charity in 2016.
- We chose to use postcards because they are a simple and internationally recognised form of communication. We believe that most people, even children who have only known a world with the internet in it, still enjoy receiving handwritten mail.
- Our aim is to promote equality and diversity by using education to eliminate discrimination on the grounds of race, gender, disability, sexual orientation or religion and promoting activities that help create an understanding between people from diverse backgrounds. Our work also helps raise awareness of issues relating to bullying, violence, abuse, refugees and human rights.
- We ask our supporters to contribute their own postcard designs - to date we have received designs from all over the world. All of the designs that we receive are shared on our website and social media platforms; many of them have been printed.
- We have a social media following of nearly 6000 supporters and is spread around the world from Baghdad to Brighton. After the UK our biggest Facebook audience is in India and Pakistan.
- We have recruited over 30 Ambassadors to help us raise awareness of Postcards For Peace. They come from all over the world including the Afghanistan, Iraq, USA, UK, Australia, Canada, Greece, India and Pakistan and include musicians, artists, actors, nurses, authors, journalists and several who are still at school or college.
- Celebrity endorsements have become very important to the organisation. We have so far received positive feedback to our work from Sean Lennon, Elle McPherson, Lily Cole, Ella Henderson, Kate Nash, Bryan Adams, Rumer, Monique Coleman and more.
- We have collaborated or are currently working with many great organisations and charities including RefuAid (UK), Tender (UK), Books Over Bombs (Australia), World Merit (UK, worldwide), Peace One Day (UK, worldwide), The Red Elephant Foundation (India), Friendships Across Borders (India/Pakistan) and Samara's Aid Appeal (UK).
- Our Postcard Exchange Network connects schoolchildren in different countries, giving them the opportunity to design and write postcards to those in their partner school, learning about different cultures in a fun and creative way. To date we have connected around 80 schools.
- In 2016 we successfully in crowdfunded the manufacture of our own charity compilation CD which features 26 amazing musicians. The CD was released in March 2017.



WHAT IS POSTCARDS FOR PEACE?

Postcards For Peace is a registered charity working to promote equality and diversity. We plan to help to eliminate discrimination on the grounds of race, gender, disability, sexual orientation or religion primarily through education.

We will seek to create activities which foster an understanding between people from different backgrounds and create an environment in favour of equality and diversity. We will also use our work to raise awareness of issues relating to violence, bullying and human rights.

HOW WILL WE DO THIS?

- Our Postcard Exchange Network pairs up schools in different countries encouraging children to make new friendships in different countries and learn about their culture, religion and background whilst also realising how similar we all are.
- Each year we run a Postcard Design Competition with a different theme. The competition attracts entries from all over the world and the winning design is often printed.
- Our Ambassador Schools have a page on our website onto which they can post videos and photos and write about what they have been doing to promote peace and unity in their communities.
- We have individual Ambassadors around the world, from many different walks of life, that inspire and advise us. In some countries such as India and Iraq we are creating small teams of Ambassadors who are working together to create projects specific to their own country's needs.
- We are working on creating downloadable classroom resources which will feature different subjects such as race, religion, bullying as well as highlighting key figures in history that children might find interesting. The classroom resources will be designed to cover different areas of the school curriculum including English, art, citizenship, PSHEE, history, geography, drama, music and more.
- We will be creating workshops for schools and local communities so that we can work directly with children, and their families, and talk to them about our work and their own thoughts on the world and how positive change could be made.
- We do not believe in preaching right and wrong to the children but rather encouraging them, through creative and fun learning projects, to reach their own choices about the world around them.