

Be a leader in citizen diplomacy.

Increase cross-cultural understanding.

Bring peace through friendship.

Travel the world.

Be welcomed into someone's home.

Immerse yourself in their local culture.

Invite travelers from other places into your own home and proudly share your culture with them.

Plant the seeds of friendship.

**This is Friendship Force International.**







## Experience Different Views.

**M**eeting someone for the first time whose culture, language, race or religion is different from our own can be daunting. In the absence of true understanding, it becomes easy to allow politics, public opinion, media and even history to guide our assumptions and judgments. It's easy to see how the manifestations of misunderstanding can lead to distrust, separation, or even worse — violence and hate.

For 40 years, Friendship Force's impactful mission to encourage friendship across the barriers that separate people has influenced hundreds of thousands of individuals, just like you, in how they view the world around us. By creating environments where understanding through friendship can flourish, Friendship Force has worked to dissolve stereotypes, removing the seeds of distrust, prejudice, bigotry, and hate before they begin to take root.

## Discover Common Ground.

**W**e believe in the inherent, significant value of a family welcoming a stranger and the value of a stranger becoming a friend. Over the past 40 years, we have seen the success of this approach in the lasting friendships that rise above borders and differences.

As Friendship Force reaches our 40th Anniversary, we know now more than ever that people all over the world are yearning for deeper connections — for more understanding, empathy, and acceptance. Through the 40th Anniversary Campaign, we seek to expand our reach and to share our practice of *socially-responsible travel*\* to more than our current worldwide membership — to share it with the rest of the global community.

*\*Immersing yourself in another culture by seeing the world through a local host's eyes. Be exposed to everyday life, traditions, values, and differences in a new culture to develop true cultural understanding.*



## Plant the seeds of friendship

Providing meaningful face-to-face friendship opportunities is key to the mission of Friendship Force. Through friendship, strong bonds of understanding, peace, and generosity are formed. As a result of the thousands of new worldwide friendships made through Friendship Force, thousands of people have had a real influence on peace and global understanding.



## Our Vision for the Future

**T**he Friendship Force 40th Anniversary Campaign is designed to boldly and smartly invest in enhancing worldwide cultural understanding by delving deeper with our mission of international friendship in order to reach a wider audience.

In order to effect change in our own communities and regions, we recognize we must adapt our programs and create new pathways of mission engagement that meet the expectations of an ever-changing world.

Although global travel has become more attainable by younger singles, couples, and families, people are seeking more conscientious, socially-responsible opportunities to broaden their worldview. This recent phenomenon hasn't gone unnoticed by Friendship Force, and we intend to create a new network of socially-responsible travel designed to empower cultural understanding.

Through research, we have identified the most effective ways to support change by implementing new and evolving current programs. Friendship Force has engaged industry experts to conduct worldwide research, data collection, and analysis to identify the markets for specific programs. By investing in these research-based initiatives *before* beginning the 40th Anniversary Campaign, we are able to ensure that your investment in the campaign and in our programs will yield measurable results that are relevant, real, and mission-driven.

“Since FFI attracts people who travel and are interested in meeting people from other cultures, the stage is set for a deeper communication, learning, and continuing interaction.”

— Mary, FFI Ambassador

## Experience Different Views. Discover Common Ground. 40th Anniversary Campaign Goals

**A**s we celebrate our 40th Anniversary, we recognize that the divisions in our world demand that we as individuals and groups promote a better, more positive way forward for ourselves and for future generations. With your support, Friendship Force can provide opportunities for all backgrounds, ages, and stages of life to engage in the mission of friendship and peace through cultural understanding.

**By bringing generosity and diversity together, this \$1,000,000 campaign will accomplish these critical objectives:**

### **Goal: Expand Our Core** **Strengthen Worldwide Membership and Build New Clubs**

With your support, we seek to expand our sphere of influence from 40,000 to 80,000 participants, and extend the reach of Friendship Force from more than 60 countries to 90 countries, by 2021.

- » Worldwide Membership Club Expansion
- » New Members and Clubs Throughout the World
- » Lower Barriers of Entry and More Options for Individual Travelers

An investment in this campaign is an investment in your community's Friendship Force.







## Goal: Activate a New Socially-Responsible Travel Network

Reaching and connecting more people in more countries means providing effective technology to facilitate in-person, face-to-face connections and friendships.

An investment in this initiative leverages the latest trends in global communication technology to enhance the reach and impact of Friendship Force's cultural education initiatives:

- » Provide a new online platform for socially-responsible travel open to all
- » Develop multilingual online tools for groups and individuals to create and promote cultural learning and international friendship opportunities
- » Create shared humanitarian service projects through Friendship Force's global network of nonprofit partners in areas such as environmental sustainability in South America to girls education in Africa.

## Goal: Engage Future Leaders

### New Programs for Youth and Families

These programs are designed to teach cultural understanding and broaden minds at a young age and within families.

- » New Student & Youth Cultural Awareness and Events
- » Expanded Youth International Leadership Journeys
- » New Youth Arts, Music, and Cultural Exchange Programs
- » New Global Meet-Ups for Families

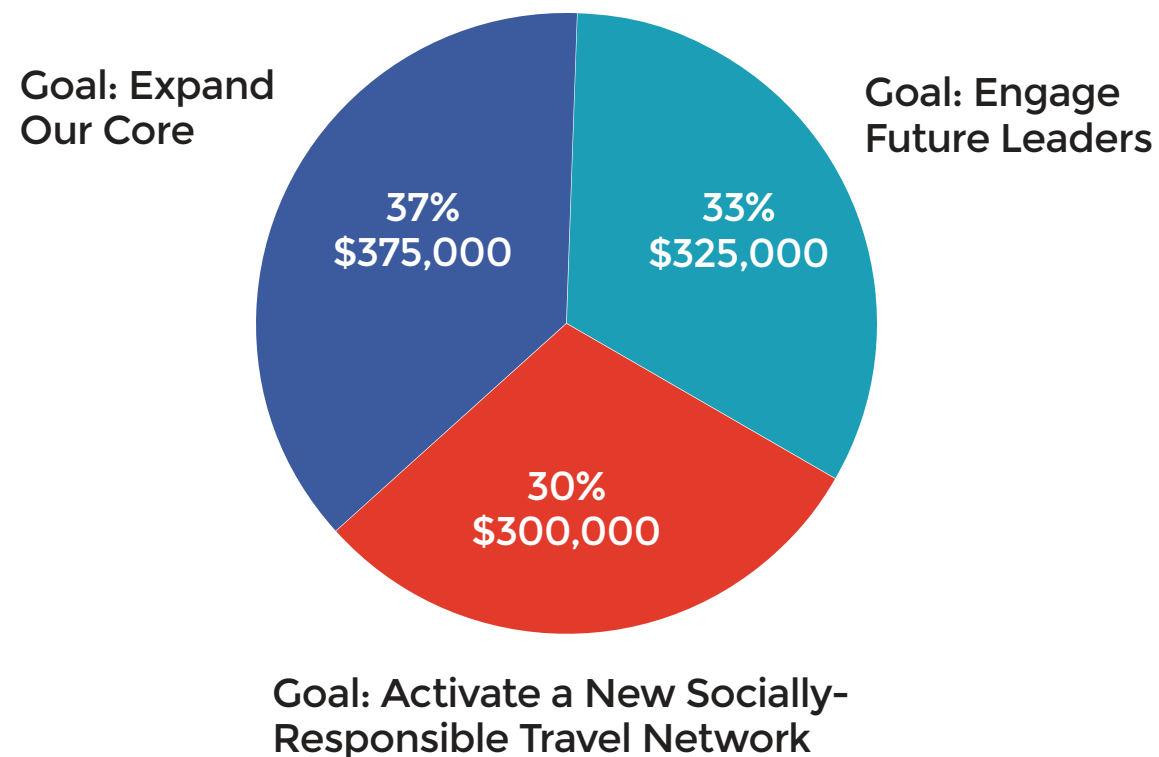


**Y**our support of Friendship Force International’s 40th Anniversary Campaign is an investment in strengthening the understanding and cultural sensitivity of our fellow world citizens — something desperately needed for people looking to act and connect in our global community. In summary, this special campaign will enable FFI to:

- » Launch a mission-oriented online global travel-for-change network
- » Provide tools and knowledge to promote global friendship for FFI travelers
- » Encourage travelers to share their stories and measure their impact
- » Develop a new international method for individual travelers/ambassadors to engage in socially-responsible, culturally-sensitive travel, in a quest for understanding

## 40th anniversary Campaign Impact

Total Campaign Goal: \$1,000,000 (\$1M)



“Living together fosters the unique opportunity to discover that our common humanity is greater than our skin color, religious beliefs, or political allegiances. It is impossible to live in a stranger’s home for a week and not become friends. Through Friendship Force, I know for certain that our likenesses are greater than our differences.”

— FFI Ambassador





**260 Peachtree Street NW, Suite 402, Atlanta, GA 30303, USA**  
[www.friendshipforce.org](http://www.friendshipforce.org) | +1 404-522-9490 | [40thanniversary@friendshipforce.org](mailto:40thanniversary@friendshipforce.org)