



PEACE CHILD
INTERNATIONAL
-EMPOWERING YOUNG PEOPLE-

Annual Report 2014



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Introduction by the Chair

2014 has been a year of transition and seen many significant and innovative changes that will impact Peace Child International's (PCI) future organisation and strategy – the most dramatic being that our founders, David Woollcombe and Rosey Simonds, having run the organisation with great enthusiasm and commitment for over 30 years, are now finalising their succession. David retired from leading PCI's day-to-day activities in November, becoming a trustee and a regular volunteer for the charity. Rosey plans to retire at the end of 2015.

A key effort this year has been on youth employment initiatives, which has subsequently led to streamlining our programmes in order to prioritise and move forward our entrepreneurship and employability skills trainings, both in the UK and West Africa.

The devastating Ebola crisis in West Africa was very much in our thoughts and actions throughout the year. The situation was not the easiest, as schools were closed in Liberia, our

centre in Sierra Leone was moved away from Kenema to Tunkiya and major safeguards had to be taken in Guinea as training continued in Conakry. It has been a challenging time, but despite all the odds, the local staff continued, turning their attention to deliver impromptu

Ebola awareness trainings. We are concerned that without employment and support, the fragile economy and security of these countries will be threatened, so job creation is a crucial component in their recovery.

“It has been a challenging time, but despite all the odds, the local staff continued, turning their attention to deliver impromptu Ebola awareness trainings.”

In Liberia, Guinea and Sierra Leone, our Be the Change Academies (BTCAs) have provided business creation training to 1,394 disadvantaged young women who were keen to start or develop small businesses. 108 of these trainees have each received loans of between \$100 and \$500. Fred Fenwick, Director of the BTCA programme, has been instrumental in the success of the trainings and is committed to maintaining momentum throughout the Ebola crisis that has enabled us to continue the development of our outreach in West Africa.

Here in the UK, Work the Change, a peer-to-peer programme building employability skills, was implemented in six schools to encourage students to develop demonstrable skills while still at school. Particular attention was on pupils who rarely volunteer or put themselves forward. We also continued to run our Enterprise YOU! entrepreneurship trainings in the UK and elsewhere in Europe.

Within the PCI charity this year we have been sad to see the departure of our long-standing trustees, chair Tom Burke and Matt

Robinson, who both spent time in their teens as volunteers at PCI. We thank them for the immense support, clarity and encouragement that they have given throughout, particularly during this challenging transition period. We welcome the new trustees and thank our staff, volunteers and partners from around the world for their huge efforts and enthusiasm in generating the change they want to see in the world. It has been inspiring to hear from so many of our ex-volunteers and alumni with their feedback and vision. And finally, we thank our sponsors who have generously made our

work possible.

We look forward to a dynamic and positive 2015 where we will continue to shift as we restructure the organisation, re-locate our office and strive to build a new sustainable future for Peace Child International.



Jane Grisewood
Chair, Board of Trustees
Peace Child International

Our Be the Change Academies (BTCAs) have led business creation training to 1,394 disadvantaged young women

In 2014, PCI reached more than 2,000 young people aged 11 to 30.

About Us

Mission

We're a youth-led education NGO that is focused on improving jobs and livelihoods. We provide employability and entrepreneurship programmes both in the developed and developing world.

Vision

Our vision of the future is one in which young people have an equal role in public life and are equipped with the right skills, confidence and opportunities to access decent work and to take a proactive role in improving their own circumstances.

Values

We value the ideas, voices and goals of youth. We bring young people together and support them to develop youth-led solutions to global challenges.

How We Operate

Our work is guided by what young people tell us are their primary concerns. We work together with young people to enable them to tackle issues most important to them through educational programmes and platforms. We are headquartered in Hertfordshire in the UK where our experienced team work

alongside international interns to develop and implement programmes which are effective and relevant to the challenges faced by youth today.

In West Africa, we support three centres in Liberia, Guinea and Sierra Leone that run entrepreneurial and microfinance training

programmes - called Be the Change Academies - for disadvantaged young women. A local and international staff run the trainings, provide mentorship to graduates, supervise loans and track loanees' credit repayments. All these are monitored by our BTCA director in the UK along with the partner organisations on the ground.

What We Do and Who We Benefit

Our work benefits young people aged 15 to 30 in both the developed and developing world. We refer to the Charity Commission's general guidance on public benefit when delivering our aims and objectives. In particular, the trustees and management team consider how the various projects and programmes fit within the aims and objectives of our charitable objectives. Our current programmes include trainings on entrepreneurship, developing employability skills and organising our World Youth Congress (WYC) series.

In 2014, the Work the Change in-school employability programme built up the skills and confidence of secondary school students in six schools in the UK. In mainland Europe, the Enterprise YOU! entrepreneurial training programme reached hundreds of Europeans from the Netherlands to Romania.

In West Africa, the BTCA programme trained 1,394 young women across Liberia, Guinea and Sierra Leone in entrepreneurial skills.

We continued our work in advocacy in 2014 as

well, attending events and creating publications to spread awareness of youth unemployment solutions. Our Task Force, a group of young people from all over the world, helps us develop job creation policies and educational programmes.

"We work together with young people to enable them to tackle issues most important to them through educational programmes and platforms."

Our Work the Change in-school employability programme reached more than 1,000 secondary school students.

Our History

PCI was founded in 1981 as an educational charity promoting peace and understanding between the young people of the USA and USSR through performances of the Peace Child musical. It was in the vanguard of the citizen diplomacy activities during the Cold War.

PCI then turned its attention to educating young people about sustainable development . PCI produced the immensely successful children's edition of the Rio Earth Summit's Agenda 21, Rescue Mission: Planet Earth, which sold over half a million copies in 23 languages. PCI followed this up with many other publications, teaching packs and educational programmes. In 1999, PCI organised the Millennium Young

People's Congress, an event designed as a young people's Earth summit to promote youth-led sustainable development. The success of this first WYC in Hawaii led to five more editions in Morocco, Scotland, Canada, Turkey and Brazil with the focus shifting from a variety of community action projects to the youth unemployment crisis: the major concern currently expressed by youth in the PCI Network.

The educational work continued with more publications and three major peer-to-peer teaching programmes on sustainable behaviours, conflict resolution and employability skills.

Be the Change Academy Network



Objectives

- To empower young people, especially young women, to create sustainable and profitable self-employment
- To provide business creation and entrepreneurship training to help young people develop the skills they need to start and operate a business
- To enable young people to have access to affordable credit to start a business through our in-house revolving loan fund

Programme Vision

We believe that every young person in the developing world has the potential to create jobs for themselves and for other young people. We believe that if young people are provided with education in business management and entrepreneurship, access to affordable capital and mentorship in starting an enterprise, young people across the world can be turned from job seekers into job creators.

Trainings

The BTCA training is offered in two forms: a two-week intensive course for more experienced participants and a five- to ten-week training for entry level participants with two to four lessons each week and a flexible closure process to give students time to reflect and possibly change their business.

Each lesson is offered at various times of day to suit the busy schedules of women who are married and/or looking after children or household enterprise. Young local and

international volunteers, trained by PCI staff and mentored through the process of training, loan delivery and mentorship, deliver the trainings.

The lesson plans, which are adaptable to local conditions and requirements, cover market research, business plan development, life skills and professionalism, customer service, marketing, pricing, business ethics and law, accounting, the digital and green economies as well as literacy, numeracy and IT.

Loans and Mentorship

The BTCA offers low interest loans to the best businesswomen and best business plans that result from the training. To determine which businesses deserve a loan, an independent panel of business people reviews pitches from the trainees. Once the panel has made their selection, our internal loan fund awards loans at 10% interest. So far, we have advanced 108 loans to young women across the West Africa region.

Each BTCA also recruits mentors who help with financial management and accounts, customer relations and marketing, product development and pricing, etc. In this way, the new business managers receive support throughout the early days of their operation. They also have the ongoing encouragement of the BTCA staff trainers and their fellow loanees.

Ebola

During 2014, the biggest challenge faced by PCI and its West African BTCA network was the

outbreak of the Ebola virus. Our programmes in Sierra Leone and Guinea continued to train young women throughout the crisis, incorporating Ebola awareness and prevention workshops into the classes. In Liberia, a government-ordered school shut-down caused our BTCA in Paynesville to close, so our team and our partner Youth Crime Watch of Liberia devoted huge amounts of time and resources to create a community awareness campaign. These efforts helped inform local people of the dangers of Ebola.

Annual Report 2014 Be the Change Academy Network

We are proud of our local partners for their work on Ebola prevention and the effect that this had in the communities in which we operate. However, we are now starting to look beyond the containment of this disease to the vital work of post-Ebola economic reconstruction. The BTCA network, given its experience, is well-placed to aid in the reconstruction of small- and medium-sized enterprise in this most economically-devastated area.

Liberia

Zuo Taylor Executive Director, Youth Crime Watch of Liberia
Amber Tracy Manager, Be The Change Academy Paynesville
Thomas Barlue Program Officer, YCWL/BTCA Assistant Manager Paynesville
Sarah M. Flomo BTCA Trainer
Precious Dabieh BTCA Trainer

Sierra Leone

Alpha Beretay Executive Director, A.W.I.S.H/BTCA Kenema Manager
Hinga Demby Assistant Manager, BTCA Kenema
Alie Beretay BTCA Trainer
Jusu Joseph Brima BTCA Trainer
Osman Mansaray Loan Officer

Impact

The BTCAs work to rectify the data gap within the youth job creation field by conducting rigorous pre- and post-training evaluations, six-months after and one- and two-years after training repeat evaluations. These evaluations measure not only changes in employment and income status but also quality of life indicators. These measures are gathered, for the most part, in face-to-face interviews. The results for Guinea, Liberia and Sierra Leone have been most promising.

GUINEA		Average Self Evaluation Total*
Beneficiary Group (Trainees)		34.2
Control Group		18.3
Value Added to Trainees		15.57
LIBERIA		
Beneficiary Group (Trainees)		29.1
Control Group		2.62
Value Added to Trainees		26.48
SIERRA LEONE		
Beneficiary Group (Trainees)		44.47
Control Group		12.2
Value Added to Trainees		32.27

* Trainees were asked to assess their Confidence, Business plan writing, Bookkeeping, Customer service skills, Professionalism, ICT skills, Sales ability and Understanding of green economy

Matee’s Story

Matee Freeman, 26, is a hair stylist. She discovered her skill when she started braiding people’s hair in the Ivory Coast, where she was living during the war in Liberia. When she returned home, she kept braiding hair, and as more and more people came to her, she became quite skilled at it. She decided to start charging for her services.

“Sometimes people would call me to their house to braid their hair or ask me to help them at salons, so I learnt how to braid other types of hair and learnt more about business.”

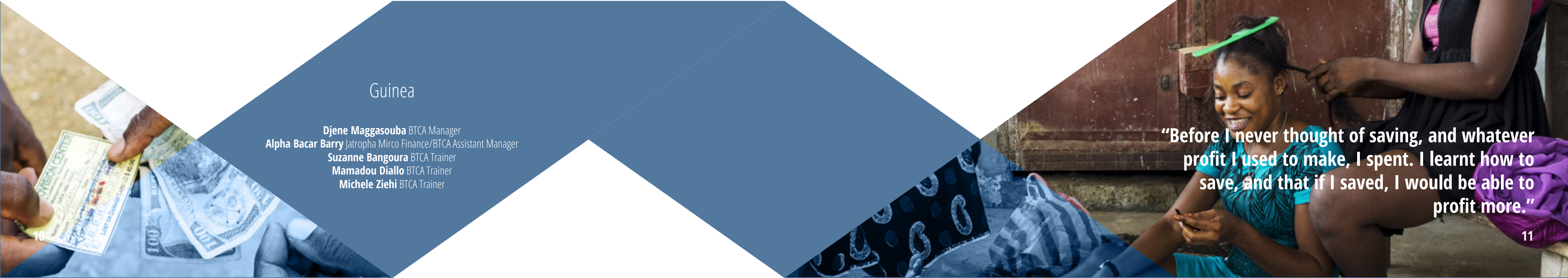
In 2003, with the help of her mother, Matee set up a business in front of her house. She had a lot of competition at first, but once her loyal clientele spread the word about her skills, her customers increased.

Matee attended the BTCA while continuing to run her business. The classes taught her about customer service, how to beat competitors and about business ethics, like trust. “When you have trust within your business, your business can move forward. Trust is very important.” As Matee learnt all

these lessons, she started to apply them to her business, and immediately noticed an improvement.

“The BTCA will give you more knowledge about your business. There are some people that are just doing business, but they don’t know the details. If they had a trainer that teaches them how to do business, how to improve, how to use their money and how to open an account to save money, they will improve their businesses. Before I never thought of saving, and whatever profit I

used to make, I spent. I learnt how to save, and that if I saved, I would be able to profit more.”



Guinea

- Djene Maggasouba BTCA Manager
- Alpha Bacar Barry Jatropha Mirco Finance/BTCA Assistant Manager
- Suzanne Bangoura BTCA Trainer
- Mamadou Diallo BTCA Trainer
- Michele Ziehi BTCA Trainer

“Before I never thought of saving, and whatever profit I used to make, I spent. I learnt how to save, and that if I saved, I would be able to profit more.”

Work the Change |

Work the Change (WTC) is our employability training programme for UK students aged 15 to 18. It is designed to ease the school-to-work transition by helping students have a clearer understanding of what employers are looking for and how to assess their own skills and experiences.

Objectives

- To give young people confidence
- To help them discover their interests and passions
- To impress upon them the importance of extra-curricular activity to their futures

- To improve their chances in a highly competitive job market.

Programme Vision

Work the Change believes that every young person is capable of professional success regardless of academic performance if they have confidence and pursue activities they find engaging.

Trainings

WTC runs a variety of trainings. We run a one-day training for sixth formers, which teaches them how to deliver workshops

on building employability skills to their younger peers. These sixth formers are dubbed ambassadors, and when their training is complete, they deliver the workshops, under our supervision, to the Year 10s.

Following on from these workshops, we also provide up to ten mentorship sessions for those Year 10 students requiring additional support in confidence-building and gaining vital skills.

“Work the Change believes that every young person is capable of professional success regardless of academic performance if they have confidence and pursue activities they find engaging.”

Impact

In 2014, WTC reached a total of 1,200 students across six schools in the Southeast of England. We trained 104 ambassadors, who delivered a total of 132 trainings to 980 of their Year 10 (15 year old) peers

Over periods of ten to twelve weeks, we mentored 120 young people, providing advice and workshops on how to gain experience for their CV, how to do a job interview, how to plan a project and how to write a CV. At the conclusion of this mentorship, the students completed a project of their own, leading assemblies and workshops and arranging charity events for their younger peers.

Ambassadors

The top three areas in which Ambassadors said they had improved were:

- Communication
- Leadership
- Confidence

Year 10 Students

The top three areas in which Year 10 Students said they had improved were:

- CV Development
- Interviewing
- Employability

Mentored Students

The top three areas in which Mentored Students said they had improved were:

- Communication
- Leadership
- CV Development

“Year 10s can relate to VI formers far more than teachers. The ambassadors were passionate and enthusiastic and they connected with the Year 10s.”

- Teacher

“It helped me reflect about myself - a greater ability to stand up in front of others and a better understanding of how to build and maximise my own strengths.”

- Ambassador

Enterprise YOU!

Enterprise YOU! is our enterprise skills training programme. Developed with six international organisations from the UK, Romania, Bulgaria and the Netherlands as part of the EU programme 'Best Practices in Non-formal Youth-led Green Job Creation', Enterprise YOU! was delivered in 17 two-day sessions throughout Europe to young people aged 16 to 30 until its conclusion in 2014.

Objectives

- To give young people the confidence and inspiration to start up their own enterprise

- To educate them in basic business skills
- To help them articulate their vision for their enterprises and their futures.

Programme Vision

Enterprise YOU! believes that every young person is capable of entrepreneurial success if provided with the proper motivation, ambition and tools. We delivered trainings to university students, dropouts of mainstream education and beneficiaries of Jobcentre Plus and local NGOs.

Sustainability is also one of Enterprise YOU!'s core concepts, and we encouraged participants to develop socially innovative business models.

Trainings

Enterprise YOU! trainings involve intensive, two-day sessions. The first day of the training

helps participants develop their ideas into coherent business models, and the second day contains modules such as market research, marketing and leadership. The training finishes with a 'Dragon's Den' style business pitch and the creation of a to-do list.

"Enterprise YOU! believes that every young person is capable of entrepreneurial success if provided with the proper motivation, ambition and tools."

Impact

During 2014, the programme saw eleven deliveries in the UK, Slovenia, Italy, The Netherlands, Poland and Denmark to a total of 126 participants of 20 different nationalities and backgrounds.

The metrics were collected through written evaluations completed at the time of training and follow-up mentorship.



The Training

The participants gave the Enterprise YOU! training an average score of **8 out of 10**



The Participants

68% of the participants said the programme gave them a clearer vision of where they wanted to go, careerwise.



Post-Training

At least **25** people took steps towards the realisation of their enterprise within 3 months of completing Enterprise YOU!

"It was a brilliant experience. From just having a vague idea and passion, I now have all the tools I need to make it a reality - thanks!"

- Anna

"I have now clearly formulated my idea. I feel energised, motivated and inspired, but most importantly I know the steps I need to take."

- Lotte

Publications

In addition to our programmes, we also worked to spread awareness about the seriousness of the youth unemployment crisis and the solutions governments, organisations and communities can take to create more opportunities for young people. In 2014, we created three publications to achieve this goal.

The Effective Practice Guide (EPG) to Youth-Led Green Job Creation in Europe

This combination print and online publication

was a vital element of the EU programme 'Best Practices in Non-formal Youth-led Green Job Creation'. The EPG is a resource for those who want to help tackle the youth unemployment crisis, who are eager to start their own job creation initiative or who want to learn more about employability, entrepreneurship, training and mentoring options in Europe.

Youth Job Creation: A Policy Primer

This booklet was commissioned by MP Jeremy LeFroy for the Parliamentary Network on the

World Bank and IMF for an ongoing research project to disseminate best practice in the field of youth job creation. Written and designed by our staff, the policy primer describes

the problems and solutions to the youth unemployment crisis and provides examples of effective job creation initiatives.

"...we also worked to spread awareness about the seriousness of the youth unemployment crisis and the solutions governments, organisations and communities can take to create more opportunities for young people."

The Conakry Commitment: A Road Map to Full Youth Employment by 2030

Originally created to accompany the 7th World Youth Congress in Guinea (which was postponed due to Ebola), the Conakry Commitment presents policy ideas, practices and a timeline for solving the youth

unemployment crisis. It also has a companion document adding a gender dimension to its policies. Our staff composed the Conakry Commitment with input from a Task Force of about 100 young people. The final version will be presented to a high-level panel of government leaders and other dignitaries at the next World Youth Congress.

"...the Conakry Commitment presents policy ideas, practices and a timeline for solving the youth unemployment crisis."

Looking Ahead

Peace Child International

The organisation will enter a new era in 2015. After 30 years of running the organisation, PCI's founders will be replaced by new leadership. Though the legacy of these decades will never be lost, the organisation will be driven by a new vision, new ideas and new projects. Also, PCI will move ahead with the registration of a new US-based 501[c][3] organisation which will assist in the management of the World Youth Congress series. Our work will

now focus on the expansion of our existing successful projects.

Be the Change Academy Network

Impeded by Ebola in 2014, PCI will expand its network of BTCAs in Guinea, Liberia and Sierra Leone to rise to the challenge of post-Ebola economic reconstruction in 2015. PCI will seek to expand its revolving loan funds by registering our Guinean partner, the Jatropha Micro Finance Institution (MFI), in Sierra Leone and

Liberia. We also aim to find funds to open up BTCAs in Asia and Latin America, and we will develop a new strategy to create 60,000 new entrepreneurs over the next five years.

Work the Change

Thanks to the Paul Hamlyn Foundation grant, we will continue to deliver our Work the Change programme in UK schools and seek funding and support to expand the model of peer-to-peer employability training and mentorship to areas where

it is really needed, like the northeast of England.

The World Youth Congress Series

The 7th World Youth Congress (WYC) was scheduled for November 2014 in Conakry, Guinea but, due to the Ebola outbreak, was postponed. The Forum des Jeunes in Morocco, which hosted our 2nd Congress in 2003, has offered to host a high-level session to consider the Conakry Commitment, which was originally

developed for the 2014 WYC. This session, thanks to the High Patronage of His Majesty, King Mohammed VI, will occur in 2015 as a prelude to the 7th WYC, which we hope will be held in Guinea in 2016. The 8th WYC is planned for 2017 in Hawaii,

marking a return of the WYC series to the place where it began in 1999. The session in Morocco, and all future Congresses, will incorporate the International Youth Job Creation Summit (IYJCS), following-up on the success of the first IYJCS in London.

“The Forum des Jeunes in Morocco, which hosted our 2nd Congress in 2003, has offered to host a high-level session to consider the Conakry Commitment.”



In Europe, PCI's Enterprise YOU! entrepreneurial training programme, which concluded in 2014, reached a total of 209 young Europeans.

New Projects

PCI has always addressed the concerns of young people around the world. Currently, young people need decent work, and we will expand our projects in that field. As we reach out and strengthen our international network, we will continue seek guidance and direction from youth about the new projects that they would like to see PCI pursue. With the planned opening of

our new office in Hawaii, new potential partnerships will emerge, such as with the Obama Legacy Centre, which is planning a focus on youth. Youth will continue to drive the projects of PCI, ensuring that it will remain, as one UK commentator described it, “one of the most exciting and innovative NGOs working in our world today.”

Trustees and Permanent Staff

Trustees

Eirwen Harbottle President Emeritus
Tom Burke Chairman of the Board until May 2014
Mathew Robinson resigned in May 2014
Jane Grisewood Acting Chair from May 2014
Wendy Wilder from August 2014
Rajiv Thiruchelvarajah from December 2014

Adriana Poglia from October 2014
David Woolcombe from October 2014
David Burns from September 2012

Permanent Staff

Rosey Simonds Director
Diane Byrne Accounts/Bookkeeping
Fred Fenwick BTCA Director

At the end of 2014, we had a board of five trustees who are ultimately responsible for the organisation’s vision, mission and management as well as the budgeting and monitoring of its projects.

Interns

The full-time, residential internship programme has been a core element of our work for decades. Interns gain new skills and

valuable experience through the extensive responsibility they are given in all departments of our operations.

“It was a great experience. PCI gave me more responsibility than I would have got in another internship role. I felt like I really had a chance to make a difference because my ideas were really valued here.”

– **Jessica Littlewood**, Intern

“Working at PCI is such an adventure. You really get to become a part of the organisation, and I’ve learned so much about what goes into running an NGO.”

– **Liz Weiner**, Intern

PCI’s internship scheme has provided work experience over the past 20 years to over 320 people both at the international headquarters and in West Africa and India.

Robbie Noble (UK), Outreach Coordinator and Media Strategist from March 2014
Liz Weiner (USA), Editor from March 2014
Jessica Littlewood (Australia), Work the Change Coordinator from September 2014
Lubna Sadek (Egypt), World Youth Congress Coordinator from October to December 2014
Luis Guerrero (Colombia), Designer from January to October 2014

Torey Pitman (UK), Researcher from May to June 2014
Eoghan McMonagle (Ireland), Editor until March 2014
Agnes Varga (Austria), BTCA Administrative Coordinator until March 2014
Kiana Salamian (UK), Part-time Administrative Assistant from 2012



Trustees Statement

These summarised accounts are extracted from the Independent Examiner’s Report on our FY 2014 accounts which was approved by the Trustees at their meeting on 22 April 2014 and subsequently submitted to the Charity Commission and Companies House.

The full accounts, together with the Independent Examiner’s Report prepared by Nilesch Savjani FCA, Wagstaffs Chartered Accountants, Stevenage Hertfordshire,

can be obtained from: Rosey Simonds, Executive Director, Peace Child International, The White House, 46 High Street, Buntingford, Hertfordshire SG9 9AH or email rosey@peacechild.org.

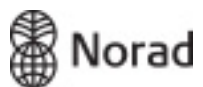
Signed on behalf of the Trustees

Rajiv Thiruchelvarajah

Incoming Resources	2014	2013
Donations and Grants	253,758	235,013
Investment Income	617	733
Total Incoming Resources	254,375	235,746
Resources Expended on Charitable Activities		
Wages	49,841	53,302
Intern Expenses	10,746	12,450
Project Expenses	120,960	168,590
Travel & Subsistence	3,613	8,873
Management & Administration	12,287	15,590
Rent, Utilities & Supplies	10,476	13,765
Fixtures & Fittings	546	598
Total Resources Expended on Charitable Activities	208,469	273,168
Total Resources Expended on Generating Funds	20,111 (8.8%)	20,635 (7%)
Total Resources Expended	228,580	293,803
Gain / Loss on the Year	25,795	-58,057
Reconciliation of Funds	2014	2013
Total Funds brought forward from the previous Financial Year	124,544	182,601
Total Funds brought forward to the next Financial Year	150,339	124,544



Thank You to Our Sponsors



Johnson Matthey



Peace Child International is a UK registered charity (No. 1095189) and a Private Limited Company (No. 4472212)

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