

*Compassion can make a difference*

## **Charter for Compassion International**



Participants from an event sponsored by the Botho Team (Botswana)

Annual Report

December 29, 2015

## ***A Global Need for Compassion***

The Charter for Compassion International (CCI) has been building a world-wide network comprised of individuals, partners, and communities driven by the idea that compassionate actions are not only possible but essential to the continued existence of our species, our environment, and the planet. The ultimate vision of the movement is that acts of compassion—in every community on Earth—will bring a measurable shift and discernible difference in how all the people of the world listen to and receive other's stories, behave toward one another, and demonstrate the universal golden rule.

We envision a richly diverse “network of networks” in which people from every sector will bring compassion to everything they do. They will take responsibility for igniting the compassion to care for all from birth to old age.

At the heart of our work are individual **Members**, drawn to the principles and the transformative power of the Charter to make a difference by living their everyday lives with compassion.

We have also been encouraging groups and organizations who see compassionate action as relevant to the work they do (in business; education; healthcare; environment; faith / interfaith; peace and non-violence; science and research; and the arts) to sign on as **Partners** of the Charter.

Both Members and Partners contribute to organizing, supporting, and sustaining **Compassionate Cities and Communities**, which range in size from villages to large, populous cities and whole countries.

The Charter for Compassion International has also begun to develop **Geographic Hubs for Compassion** “to connect communities across the globe to ensure well-being for all in a peaceful and compassionate global community.”

**Between 2015 through 2017**, CCI has identified five major strategic directions. CCI staff developed goals, strategies, anticipated outcomes and evaluation measures for each strategic direction for 2015. We are now one-third through working with these initial goals. A detailed implementation plan was developed for the Strategic Plan. This report brings to light the goals and our accomplishments ending in December 2015.

*To connect communities across the globe and to ensure well-being for all in a peaceful and compassionate global community.”*



Logo for the Karachi, Pakistan Launch, 2015

## **VISION**

We envision a world in which compassion and compassionate action, as articulated in our *Charter*, will become a transformative energy, motivating individuals and communities to care for each other, to relieve suffering wherever it is found, and to connect to other communities across the globe to ensure well-being for all beings on the planet.

## **MISSION**

We support a global movement that brings the *Charter for Compassion* to life. As a network of networks, we connect organizers and partners from around the world. We provide educational resources, organizing tools, and avenues of communication for sharing lessons, stories, and inspiration. We serve as the umbrella for the *Charter for Compassion*, supporting conferences, events, collaborations, conversations, and initiatives to create and connect compassionate communities and institutions across the globe.



Illustration from the Charter's Beloved Community Page

### ***GOAL 1: BUILD AWARENESS of the Charter's compassion movement***

Through our efforts in electronic and social media, as well as conferences, broadcasts, printed materials, and a web presence, the Charter's message has reached hundreds of thousands, and we are dedicated to gaining the commitment of many times that number. Goals for this strategic direction include increasing the number of Members, Partners, and Compassionate Communities. A project for compassion mapping, which we are calling "The Beloved Community" will allow individuals to record compassionate stories they observe taking place in their "own backyards" to provide models and inspiration to people and communities across the globe.

#### ***GOAL 1: Specific Areas of Work***

1. Increase Charter membership to 500,000.
2. Increase number of Charter Partners to 2,000.
3. Increase number of Compassionate Communities to 500.
4. Create a "Beloved Community" mapping project

#### ***GOAL 1: Accomplishments***

The current Charter database holds names that are close to 125,000 individuals. However, this does not reflect the number of individuals worldwide who have signed the Charter. Karachi, Pakistan's goal is to get one million signatures in conjunction with their compassion campaign, and they are very close to achieving that number. The soon to be launched Australian campaign has set a similar goal. Many compassion websites from Atlanta to St. Augustine in the U.S. have apps for individuals to sign the Charter.

- Designed and implemented a "Beloved Community" feature on the new website.



Illustration from the Cities and Communities Facebook page

- Launched a new website platform in mid-September 2015 which includes an easy to use format, is accessible on hand-held devices and provides an events calendar and “Latest” rolling tape, a Take Action landing page, and six key features on the homepage.
- At the end of 2014 we had approximately 950 partners. At the end of December, 2015 we have 1331 in 10 sectors (i.e., the arts, business, education, environment, healthcare, peace, religion/spirituality/interfaith, science and research, social sciences and restorative justice).
- Three new sectors were launched in 2015, the arts, restorative justice and social services.
- Added 220 new cities and communities to the Compassion Movement bringing our total to 311 communities, including new country campaigns in Australia and Singapore and one state campaign in California. The Charter now has compassion campaigns in 45 countries.
- Created a new Cities and Communities page on Facebook: <https://www.facebook.com/CharterCities/?ref=hl>.
- Grew the Charter for Compassion Partners page to 631 from 294 at the end of 2014.
- Grew the general Charter for Compassion Facebook page from 101,202 to 118,000.
- Promotional materials were written, designed and produced for cities and eight of the sectors.
- Grew the Charter’s Twitter followers from 9,566 to 14,600.
- Established a Charter Instagram account: <https://www.instagram.com/charterforcompassion/>.

## REACH OF COMPASSIONATE CITIES CAMPAIGN JUNE 2014



**247**

**CITIES CURRENTLY  
ACTIVE IN THE  
CAMPAIGN**



**85 MILLION  
TOTAL POPULATION  
OF CITIES CURRENTLY  
ACTIVE IN THE CAMPAIGN**



**23**

**NUMBER OF METRO  
AREAS WITH OVER  
2,000,000 POPULATION**

Participating cities currently include Accra, Addis Ababa, Amman, Atlanta, Bali, Bandung, Calicut, Cape Town, Cincinnati, Chicago, Dallas, Detroit, Dhaka, Dubai, Jakarta, Gabarone, Johannesburg, Karachi, Kuala Lumpur, Lagos, London, Melbourne, Montreal, Nairobi, New Delhi, New York, Paris, Pune, San Diego, San Francisco, Seattle, St. Louis, Surabaya, Sydney, Taipei, Vancouver and Washington.



## PROJECTED REACH OF CAMPAIGN JUNE 2017



**700**

**CITIES ACTIVE  
IN THE CAMPAIGN**



**1 BILLION**

**TOTAL POPULATION  
OF CITIES ACTIVE  
IN THE CAMPAIGN**



**65**

**NUMBER OF METRO  
AREAS WITH OVER  
2,000,000 POPULATION**

Additional metro areas are expected: Ahmedabad, Baltimore, Bangkok, Bengaluru, Birmingham (U.S), Bogata, Boston, Buenos Ares, Cairo, Caracas, Chennai, Columbus, Dhaka, Bangladesh, Ho Chi Minh City, Hong Kong, Hyderabad (India), Indianapolis, Istanbul, Jacksonville, Kansas City, Kinshasa, Kolkata, Lahore, Las Vegas, Los Angeles, Manila, Memphis, Mexico City, Miami, Minneapolis, Moscow, Mumbai, Orlando, Osaka, Philadelphia, Pittsburg, Rio de Janeiro, Sao Paulo, Seoul, Singapore, Shanghai, Tampa, Tokyo.



Launch of the Charter for Compassion Asia and the Pacific Healthcare Hub at the Polytechnic University in Hong Kong

***GOAL 2: BUILD CONNECTIONS among Members, Partners and Communities to create a “network of networks”***

Increasing the number of people who express commitment to the Charter’s call is only the beginning of our work. The staff of the Charter for Compassion has been working to introduce and connect the many individual Members, Partners, and Compassionate Communities throughout the world to share and learn from each other’s challenges, successes, and unique stories, and to respond to each other’s needs and requests during trying times.

The Charter provides weekly conference calls for partners in the various sectors and for the Compassionate Communities Initiative. Reports of each call as well as a weekly newsletter are sent out to all members— individuals, partners, and all those involved in the Charter’s Compassionate Communities Initiative.

In addition, CCI provides a robust website with information, stories from people working to establish compassionate acts throughout the world, helpful links and a Tool Box for organizing and sustaining the movement, a blog for posting challenges and inspiration, and numerous other resources. In brief, the Charter is building a network of networks to bring the concept of compassion to life in human communities around the globe.



Charter for Compassion receives two major awards at the Parliament for World Religions, I., Karen Armstrong, the founder of the Charter for Compassion, is awarded the Parliament for World Religions' 2015 Paul Carus Award by M. Blouke Carus. Malik Mujahid, and r., Jain leader H. H. Dr. Vasanth Vijajji Maharaj presents the Ahimsa Award to Dr. Joan Brown Campbell, president of the Global Compassion Council for the Charter for Compassion at Parliament 2 015, Kirit Daftary, Parliament Trustee, assists.

## **GOAL 2: Specific Area of Work**

Provide opportunities and information to connect Members, Partners, and Communities.

## **GOAL 2: Accomplishments**

- Responded to a MOU signed between the Charter and the Parliament for World Religions the Charter worked to help sponsor the Parliament's 2015 gathering in Salt Lake City, Utah, attended by 9,800.
- Promoted the Parliament through three special Charter Newsletters and one general conference call.
- Helped to organize 27 panel presentations, two arts exhibits, two special events.
- Arranged for the annual Charter City award gathering. Louisville, KY, USA received the 2015 Charter for Compassion Model City award, and new Charter City certificates were presented to the State of California, the city of Las Vegas, NV, Salt Lake City, UT, the State of Nuevo Leon, Mexico and in recognition of the upcoming Charter affirmation for the city of Rotterdam, Netherlands.
- Sponsored a fundraising event and book signing event with Karen Armstrong.
- Participated in sponsoring a booth at the Parliament with the Wisdom Circle Ministries.

Illustration from the International Research Centre for Communication in Healthcare with whom the Charter has joined as a strategic partner

- Participated in Parliament pre-conference call sponsored by the Wisdom Circle Ministries.
- Produced promotional materials for the parliament.
- Along with 70 individuals and organizations the Charter joined the International Resource Centre for Communication in Healthcare (IRCCH) to launch the Charter's Asia and Pacific Healthcare Hub in June, 2015.
- Co-presented a panel on Compassionate Healthcare at the Communication, Medicine and Ethics (COMET) conference at the University of Hong Kong, June 27, 2015.
- Led a presentation on the Charter and its Healthcare sector at the Third International Roundtable and Symposium on Healthcare, June 28, 2015.
- Co-authored a poster board session for the International Conference on Communication in Healthcare Conference in New Orleans, LA, October 28, 2015.
- Joined the Management Committee of IRCCH.
- Produced and distributed weekly newsletters throughout 2015 with special editions for Canada and UK.
- Conducted 31 thematic conference calls and special regional calls, and 2 Compassionate City/Communities Conferences.
- Established a Charter for Compassion account, <https://medium.com/@TheCharter>, with [medium.com](https://medium.com), an on-line magazine to feature the writing of Charter members.



CharterforCompassion

✓ Subscribed 2,286

## Charter for Compassion YouTube Channel Heading

- Reorganized the Charter's YouTube Channel: <https://www.youtube.com/user/CharterforCompassion>; created special playlists, including "Compassion for Kids," "Peace," and "Human Kindness." Promoted links to Charter Partner Channels, including CCARE, Fetzer Institute and the TED Talks and increased views by 100,000 during 2015.
- Launched the Charter for Compassion Education Institute, September, 2015.
  - Vetted over 100 potential instructors.
  - Created an instructors guide.
  - Worked with Ruzuku (platform being used) to create the Charter's site.
  - Offered first course, Emotional Intelligence and Compassion in September.
  - Created 2016 offerings.
- Joined efforts with Communities That Care, the Civic and Compassionate Communities Project and Cities of Sanctuaries to make links to existing compassionate cities campaigns and to promote the Charter in new areas of the world.
- Participated in Peace Jam's One Billion Acts of Peace Project made up of tens of thousands of young people around the world, working together. These projects are thought up, created and run by young people in schools, community centers, clubs, churches and other local groups. Helped with the organization and promotion of special programs conducted through the Shift Network: Global Compassion Summit, Summer of Peace and Mindfulness and Peace Building.
- Struck up a strategic partnership with the Compassion Games to promote work with compassionate cities and special projects.



Video on helping cities and communities getting a head start on organizing

- Continued to add to the Charter's Community Tool Box by creating new assessment questions for "Age Friendly Cities," "Human Trafficking and Slavery" and created an introductory video on the Tool box.
- Took the lead on organizing and arranging for the University of Kansas new chapter on "Spirituality and Community Building." Several Global Compassion Council members and Charter partners are involved in writing sections (approximately 25-pages each) on: "Beloved Community," "Compassion," "Forgiveness and Reconciliation," "Hope," "Mercy," and "Tolerance." Additional topics will be added in 2016.
- Joined in the work of the Bridge Alliance, an organization dedicated to advocating and working towards effective governance. The Charter has involved several of our compassionate cities in the Alliance.
- Promoted King Abdullah II of Jordan's World Interfaith Harmony Week 2015 through Charter Newsletters and special e-mails.
- Continued to support the establishment of Compassionate University movements in Canada, Mexico, United States and United Kingdom.
- Sponsored an emergency call on Islamophobic, created a Islamophibia Guidebook that is being distributed through various Charter partner sites.



CHARTER FOR  
COMPASSION



ENCUENTRO  
MUNDIAL  
DE VALORES

Illustration for the launching of the Compassionate state of Nuevo Leon, Mexico, October 2015

### ***GOAL 3: PROVIDE SUPPORT to existing and emerging geographic hubs for connecting communities within and among hub communities***

The most significant work for the Charter of Compassion International over the next six years is to develop additional geographic hubs (Latin America, Europe, Africa, Middle East, South Asia, Southeast and East Asia, Southern Africa) to assist in launching Compassionate Community initiatives and action plans, to augment the work of the Compassionate Jordan, Compassionate Pakistan, and Canadians4Compassion programs, and to expand the outreach of the USA-based program to countries of the Pacific Rim and the Caribbean.

#### ***GOAL 3: Specific Areas of Work***

1. Support existing geographic hubs in Botswana, Canada, India, Jordan, Pakistan, The Netherlands, and the IRCCH Healthcare hub in Asia and the Pacific
2. Initiate the establishment of hubs in the Middle East, Southeast Asia including Indonesia, Malaysia, Singapore, Latin America and Southern Africa.
3. Expand the outreach of USA-based programs to countries of the Pacific Rim and the Caribbean.

#### ***GOAL 3: Accomplishments***

Early in 2015 it became clear that one existing hub, Canadians for Compassion, and one intended hub, The United Kingdom and Ireland, were not going to be able to organizationally follow through with their plans. In order to build a bridge between what was already in place and anticipated the Charter stepped in to lend assistance.



New Charter for Compassion Australia Facebook Page

Conference calls have been held between the Charter and compassionate city organizers in both areas of the world and special newsletters issued. This effort will continue until it is clear that a new structure for both hubs can be developed.

Highlights of providing support to hubs:

- Worked with Australian Charter members, existing city organizers and partners to help lay the structure for Charter for Compassion Australia. The development of the campaign is well on its way to a launch early in 2016.
- Worked closely with Encuentro Mundial de Valores (EMV), a Charter partner, to launch a Compassionate Nuevo Leon campaign that currently includes the Charter being affirmed by four cities in the state. EMV also organize a meeting in which the Charter was introduced to representatives from the Mexican states of Chiapas, Quintana Roo and Yucatan. The Charter will continue to work with EMV to expand the Nuevo Leon movement. Currently the campaign is working with nine universities, local elementary and secondary schools and a compassionate prison movement.
- Introduced Compassionate Nuevo Leon to Dr. Alvarez (introduced to the Charter by Dr. James Doty) in Buenos Aires, Argentina to help mentor a potential Compassionate campaign.
- Worked with the Botho Movement in Botswana in organizing joint projects between international partners to facilitate social workers training, support land rights, and advocacy for abused children.



Launch of Compassionate Ireland, November 2016

- Worked with a potential Compassionate Ireland movement.
- Met with Lord Mayors in Dublin and Belfast to promote their continued work with their compassionate city movements.
- Met with Mary Robinson, former president of the Republic of Ireland and Mairead Corrigan, Noble Prize Peace winner from Belfast, about a potential Compassionate movement for Ireland.
- Helped in launching the Compassionate Dublin movement.
- Introduced the Dublin and Belfast campaigns to the Compassion Games so that potential involvement in special games to support the homeless and a food and fuel games may be played in April 2016.
- Worked with a team from Louisville to expand their campaign into local communities in a tri-state area; set-up group to begin work on a Charter for Compassion Day in conjunction with the Festival of Faiths in May, 2016.



Banner for the Charter Compassion Education Institute

***GOAL 4: BUILD A FINANCIAL FOUNDATION that will enable CCI to fulfill its vision, mission, and goals***

CCI's fund raising strategy includes proposals to foundations, membership campaigns for annual giving, revenue generating education programs offered by the Charter, and direct solicitations of potential donors. While the projected budget for 2015 is \$198,00 CCI projects a need to increase revenue by 35% over the 2015 budget in 2016 and by 50% in 2017.

***GOAL 4: Specific Areas of Work***

1. Determine the appropriate administrative structure for CCI.
2. Create a Program Coordinator position to assist the Director oversee the work of the Communities Initiative and take the lead on grant writing to support special Charter projects.
3. Hire a full-time Fundraising Lead whose primary work will be to create and implement a plan to raise funds adequate to meet the mission and goals of CCI.
4. Hire a Webmaster/Technology Support Specialist.
5. Hire a Marketing expert to design a comprehensive marketing plan for 2015-2017.
6. Establish a Wisdom Council, a group of internationally recognized individuals, whose work has been about compassion.

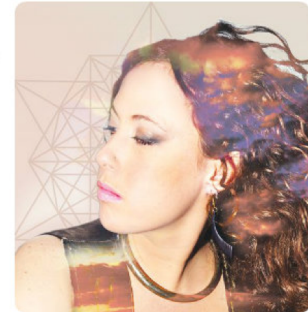
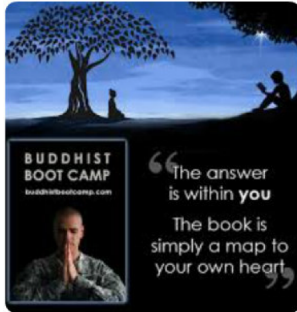
***GOAL 4: Accomplishments***

At the end of 2014, as a three year strategic plan, accompanying implementation plan and budget were drawn up, consideration was directed to an operational interim plan

# Market place



*Help Charter Partners while helping the Charter*



Marketplace page on the Charter's website

for 2015. This was necessary since it became evident that a skeleton staff would need to carry out administration of the Charter in the upcoming year. There was a budget deficit that needed to be addressed, and it would be necessary to end 2015 in the black. After reviewing the workload for the year, the development of the cities movement and the growth of partners to support city/communities campaigns, it is clear that the projected need of all positions named above are necessary. However, it is even clearer that the program coordinator role should be one position, and there definitely needs to be a separate cities coordinator and full-time administrative assistant to support that role.

In 2015, we operated with a full-time director, a part-time administrative assistant, and on-call consultants to assist in the work of what would have been a coordinator's position. All other positions were foregone but it was necessary on occasion to hire a part time individual to assist with technology.

In lieu of having full-time positions the Charter continued to expand its work with volunteers: <http://www.charterforcompassion.org/index.php/about1/charter-for-compassion-team>. Currently the Charter has a lead representative for each of our sectors, three key people for the education institute, technology, graphic design, research and annotated bibliography leads, premium distribution, facilitation, writing and editing.



Donation page from website

In September, twelve of our lead volunteers and key partners came together for a retreat on Bainbridge Island, at their own expense, to explore how we could all serve the needs of the Charter more effectively. A conversation continues through an on-line program called SLACK: [https://compassionit.slack.com/messages/\\_start\\_here/](https://compassionit.slack.com/messages/_start_here/).

There is a weekly 90 minute conference call for lead volunteers each week. Each lead is asked to record his/her work for the week on Slack's "What's Working" prior to the meeting so we can use the call to explore new issues collectively.

Early in 2015, we contacted the executive directors of the Elders, the organization begun by Nelson Mandala. It was our intention to invite all Elders to consider joining our Wisdom Council. Several from this group have put us on their mailing list (i.e., Kofi Annan, Mary Robinson, Martti Ahtisaari, and Hina Jilani). However, at the February Charter Board of Directors meeting it was decided to curtail seeking members at this time.



Slider page from the Charter's new website

***GOAL 5: BUILD INTERNAL OPERATIONAL CAPACITY to support CCI's vision, mission, and goals***

To be successful in accomplishing the mission and vision of the organization, systems need to be established and/or expanded. Because much of the work of CCI is accomplished electronically— via the Internet, social media, social webinar conferencing, and telephonic communications— the organization will need to build a viable technological infrastructure. A number of staff are also needed at this juncture to provide coordination for grant writing, program development (for Partners and Communities), geographic hubs, friend and fund raising, and volunteer support.

***GOAL 5: Specific Areas of Work***

1. Create a fundraising strategy.
2. Design and implement an end-of-year giving campaign
3. Design a marketing campaign to increase revenue for CCI.

***GOAL 5: Accomplishments***

The 2015 budget was build on a three-prong approach: 50% (\$100,000) revenue coming from donors, 25% (\$50,000) from the Charter's membership campaign and 25% (\$50,000) from grants and Charter sponsored projects. We will have come close to achieving these figures. The membership campaign will have gleaned 55-60% of our budget and grants have resulted in \$25,000. The 2016 budget will be built on this same approach, but the figures in each category will be increased by 25-35% depending on Board approval.

- Promoted membership in the Charter is from “free” membership to starting membership at \$10.00, general at \$20 and continuing to sustaining membership at \$1000. The average membership received in 2015 was at the \$20 level. Memberships are announced in each of our newsletters and we have a dedicated donation page on the website.
- Designed and launched the Charter for Compassion Education Institute in September, 2015. Cost of courses vary by weeks offered. The initial course, Emotional Intelligence and Compassion is being offered as an eight-week course for \$149 per participant. The Institute is preparing to offer two new courses each month. There are 20 courses in preparation. Target revenue for 2016 is estimated at \$10,000 after having paid instructors their fee.
- Announced and begun preparation of a Charter Marketplace to be launched early in 2016. The Marketplace will feature products of our partners who have agreed to give a percentage of each of their sales to the Charter. Target revenue for 2016 will be estimated at \$5,000.
- Created and produced materials for a Charter Salon series. The intention of the Salons is for individual members to introduce the Charter in their own homes in hopes of generating interest, commitment and finance donations to the Charter.
- Wrote several proposals in 2015. Awards included: Parliament for World Religions (\$10,000), Prop-Team Foundation (\$10,000), University of Kansas Community Tool Box (\$3,500). Lesser grant requests were also received totaling an additional \$5,000). Targeted amount for proposal grants for 2016 will be estimated at \$60,000.
- Reviewed and prepared writing and talking points for future grants to be written in 2016.
- Conducted an extensive end of the year “asking” campaign. Letters were written to all members, individuals who gave beyond the \$200 a year mark, top donors, Global Compassionate Council and private requests from the director to a select group of people.

A Strategic Plan and 2015 Budget are available upon request.



**Board Officers and Directors**

Rev. Dr. Joan Brown Campbell, president  
 Dr. James Doty, vice-president  
 Shainoor Khoja, secretary  
 Dr. Tori McClure, treasurer  
 Amin Hashwani, ex-officio  
 Karen Armstrong, founder

Allan Boesak (South Africa)  
 Karoline Klerk, (Sweden)  
 Imam Mohamed Magid (U.S.A.)  
 Amy Novogratz (Netherlands)

**Global Compassionate Council (GCC)\***

Anil Sachdev (india)  
 Anil Singh-Morales (U.S.A.)  
 Anne Tillery (U.S.A.)  
 Rabbi Awraham Soetendorp  
 (Netherlands)  
 Caren Goldman (U.S.A.)  
 Chandra Muzaffar (Malaysia)  
 Cynthia Figge (U.S.A.)  
 Darshita Gillies (U.K. and India)  
 Diana Eck (U.S.A.)  
 Elizabeth Rider (U.S.A.)  
 Haidar Bagir (Indonesia)  
 Howard Behar (U.S.A.)  
 Janja Bec (Serbia)  
 Jean Zaru (Palestine)  
 Jeff Vander Clute (U.S.A.)  
 Lynne Twist (U.S.A.)

Magdalena Whoolery (Botswana)  
 Michael Wolfe (U.S.A.)  
 Monica Neomagus (Netherlands)  
 Mussie Hailu (Ethiopia)  
 Rev. Dr Ofelia Ortega Suárez (Cuba)  
 Owsley Brown (U.S.A.)  
 Peter Storey (South Africa)  
 Chief Phil Lane, Jr. (U.S.A.)  
 Robi Damelin (Israel)  
 Robin Youngson (New Zealand)  
 Roshi Joan Halifax (U.S.A.)  
 Tom Williams (U.S.A.)  
 Vinciane Rycroft (U.K. and France)  
 Will Poole (U.S.A.)  
 Yaffa Maritz (U.S.A. and Israel)  
 Zeid Abdul-Hadi (Jordan)

\* Board of Directors are part of the GCC