

## CINEMA FOR PEACE FOUNDATION

The Cinema for Peace Foundation was founded in 2008. Stated purpose is the promotion of peace and international understanding through the medium film.

Supported films should be applicable as educational tools in affected countries or enable the mobilization of a broad international public. The Foundation shall also support film distribution and enhance the overall accessibility of adequate films.



"Themba" in South Africa "Children of War" at the UN Children at a "Themba" Screening

The Cinema for Peace Foundation raises awareness of the power of moving pictures. It is a charitable trust with a registered office in Berlin, Germany. Main activities in 2010 included:

- Fighting AIDS in South Africa by screening Stefanie Sycholt's movie **"Themba – A Boy Called Hope"** in more than 80 rural and semi-rural communities. "Themba" is an entertaining feature film that at the same time provides HIV/AIDS-Education.
- Initiating a worldwide series of screenings of Michael Apter's movie **"Moving the Mountain"** in order to raise awareness of the imprisoned Nobel Peace Prize laureate Liu Xiaobo.
- Supporting the World Premiere of Bryan Single's **"Children of War"**, winner of the Cinema for Peace Award for Justice in 2010, at the UN General Assembly Hall in New York to highlight the UN's aim to outlaw the use of child soldiers.
- Holding a Green Evening in Berlin to promote Sebastian Copeland's fascinating movie **"Into the Cold"** and at the same time showcase the power of moving pictures in raising awareness about environmental issues.
- Providing quality handycams, laptops, hard drives, memory cards and mobile satellite internet access to enable the people of **Darfur** to draw more attention to their plight. The Cinema for Peace Foundation also aims to use the collected material in a documentary.
- Promoting Cyrus Nowrasteh's film **"The Stoning of Soraya M."**, winner of the Cinema for Peace Award for Justice 2010, and thus supporting Sakineh Ashtiani – amongst others by organising a press conference with Bianca Jagger and the lawyer of Sakineh, Mohamad Mostafaei.

## CINEMA FOR PEACE GALA FUNDRAISING

The Cinema for Peace Charity Gala and its implied annual charity auction is a very efficient fundraising tool. Over the years, out of the proceeds of the Cinema for Peace Charity Gala funds of roundabout 3 million EUR could have been allocated to various charitable causes including UN programs as for example "Schools for Africa" by UNICEF and the Nelson Mandela Foundation.

2002	124,264.–€	UNICEF
2003	216,210.–€	UNICEF
2004	152,435.–€ 121,000.–€	UNICEF amfAR
2005	196,601.–€ 61,200.–€	UNICEF Power Child
2006	102,100.–€ 122,669.–€ 51,500.–€	UNICEF amfAR Healing the Divide
2007	235,570.–€ 18,000.–€ 168,764.–€	UNICEF amfAR Healing the Divide
2008	319,449.–€ 73,404.–€ 9,570.–€ 17,144.–€ 4,433.–€ 8,000.–€	Cinema for Peace Foundation UNIFEM Elton John Foundation Joyful Heart Foundation amfAR International Campaign for Tibet
2009	193,214.–€ 9,979.–€ 21,384.–€ 130,000.–€	DiCaprio Fund Motion Picture & Television Fund Elton John Foundation Gorbachev Foundation
2010*	6,500.–€ 80,400.–€ 8,300.–€ 186,016.–€ 104,000.–€	amfAR Cinema for Peace Foundation Elton John Foundation DiCaprio Fund Gorbachev Foundation
<b>Total</b>	<b>2,739,106–€</b>	
<b>plus 731,120.–USD</b> by Montblanc for UNICEF <b>plus 150,000.–€</b> for "Schools for Africa", UNICEF and Nelson Mandela Foundation from proceeds of the movie "Suddenly Gina" * primary and unaudited results		



Leonardo DiCaprio for the DiCaprio Found Sharon Stone for amfAR Richard Gere for Healing the Divide Roger Moore for UNICEF Nicole Kidman for UNIFEM